



*This Issue*

A. B. MAC DONALD  
R. V. RICKCORD  
RAIFFEISEN'S  
BIRTHDAY

10c per copy

THE WAY  
TO ECONOMIC  
BETTERMENT

# *The* BRIDGE

•• MARCH — 1936 ••

# The BRIDGE

The BRIDGE is the way to economic betterment, a magazine devoted to improving the lot of the average of us who work for a living.

ROY F. BERGENGREN, Editor  
JANET BUBIER, BRIDGE Tender

(OLD VOLUME XI) VOLUME I

MARCH, 1936

NO. 1

## IN THIS ISSUE

YOU AND A BUDGET	2
MEDICAL CARE WITHOUT WORRY	R. V. Rickcord 4
RAIFFEISEN WAS BORN IN MARCH	5
WE ARE FIVE YEARS OLD	Leo Saari 6
NEXT! THE CUNA SUPPLY COOPERATIVE	8
CUPID ROUTED BY MODERN SCIENCE—A SHORT SHORT	Yon Yonson 9
THERE'S GOLD IN THEM THAR HILLS	Roy F. Bergengren 10
WHAT ABOUT IT?	Thomas W. Doig 12
THE SECOND ANNUAL MEETING	13
Decorations by Dorothy Bergengren	
BLUE NOSE BANKERS	A. B. MacDonald 18
HOWDY GALS	Bridget Burns 22
SPOT NEWS OF THE MONTH	24
WE GET HOT IN A BLIZZARD	25
OUR CONSTITUTION	26
THE GREATEST THRILL!	27
JOIN THE KODAKERS	32
DIRECTORY	Back Cover

AND SHORT ARTICLES AND PICTURES NO END!

Published at Raiffeisen House, Madison, Wisconsin, by the Credit Union National Association

### Publications Committee for Cuna

Claude E. Clarke	Ohio	Claude R. Orchard	Nebraska
Thomas W. Doig	Wisconsin	Earl Rentfro	Missouri
Edward A. Filene	Massachusetts	Hubert M. Rhodes	North Carolina
John L. Moore	California	Edward L. Shanney	Massachusetts

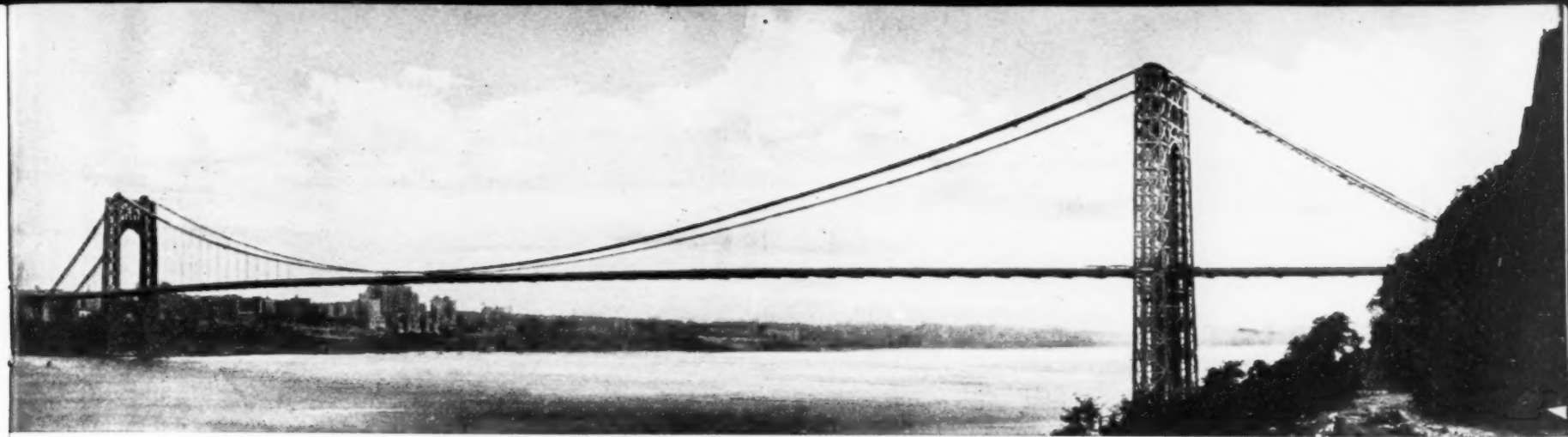
© Copyright 1936 by the CREDIT UNION NATIONAL ASSOCIATION

RATES--Single Copy—ten cents  
Single subscription—12 months—\$1.00  
Single subscription (in lots of ten or more)—fifty cents  
Advertising rates on application

Application for entry as second class matter is pending at the United States Post Office, Madison, Wisconsin. Printed in the United States by the Cantwell Printing Company, Madison, Wisconsin.

*Help Us Improve Each Issue!*

## KEEP SHOUTING IT WITH SUBSCRIPTIONS!!



*The New, the Bigger, the Better Bridge*

## In This Issue

"It's a wow!"

Hundreds and hundreds of letters! Thousands and thousands of subscriptions! In sixteen years of hard labor at this job the editor of the BRIDGE never had such an experience. The February BRIDGE met an insistent demand. The response settled once and for all the question of the unity of the credit unions and their interest in the problems with which this magazine will concern itself. One man (from Oklahoma) writes: "Ours will be the finest and most useful magazine in the world!" Gosh—what's a feller going to do when folks write letters like that. There's a responsibility incidental to measuring up to the standard which has already been established for the BRIDGE.

We have our 10,000—and then some!

It's the go signal. You gave it to us! Okey Doke! THE BRIDGE IS OPEN!

In this issue a fine article about the rapidly developing cooperative movement in Nova Scotia by the one man who knows most about it—Angus MacDonald of the Division of Extension of St. Francis Xavier University. And an article about a subject we are all interested in—the cost of medical care—by R. V. Rickcord, who is studying this all important subject for the Twentieth Century Fund, Incorporated. Next we reach into a credit union at Waukegan to find out the relationship of cooperative credit to a successful consumers' cooperative; the article is by a veteran cooperator—Leo Saari. "There's Gold in them thar Hills"—what's that all about? Read it and you'll find out!

And the National Board met at Madison in the worst blizzard that ever visited the central northwest. Did we falter? You'll find it in the center section. Elsewhere "We get Hot in a Blizzard" and all the regular features.

We do hope you'll like it after you have been so very fine to us and made the opening of the BRIDGE possible!

## And What of the Next Issue?

First and best of all—*there's going to be another issue* and many, many issues after that. And next month? I like April! One minute it is raining great guns and the next, Spring is smiling through her tears.

Don't forget your rubbers and your umbrella!

And we shall have another good number.

There will be an article called "Clasped Hands Across the Seas" which has to do with cooperative credit abroad and we are arranging for several magazine specials on subjects which are sure to be of extraordinary interest.

We are going to discuss shortly—seasonal purchasing, quantity purchasing, quality purchasing, savings banks life insurance, mass European trips and all sorts of things in which BRIDGE readers are vitally concerned.

So joyfully we take up the torch which you have lighted!

You pioneer subscribers have built the BRIDGE and it is open. To you all—our deep, sincere and heartfelt thanks!

## Hail---the New America

WE ASKED for 10,000 subscriptions! You gave them to us. Thanks! What next? During the next four months we must add 10,000 more—and then another 10,000 until, in the end, we shall reach into the very heart of the credit union movement and contact the million who now constitute it and the millions who are to come.

We have no limited vision—no small objectives! We aim at a truly American magazine which will serve the masses of the people that they may discover a new America.

And what is this "new America"?

The new America is the old America true at last to its original concepts.

We are trying to produce on this Continent a new nation, conceived in liberty and dedicated to the proposition that all men are created equal. Lincoln so interpreted our original objective; Jefferson had those concepts; Theodore Roosevelt had them; the President of the United States subscribes to them. We go a step further; we would give less of lip service to these principles; we would do more to realize them in daily life; we would make America come true.

Believing in cooperative credit—we must first practice thrift that we may have the resources to solve our own credit problems. No matter how free a man may be in theory he is a slave so long as he is without the resources to make freedom other than a mockery. The hungry man cannot be fed with the Declaration of Independence; the printed word is indigestible. He cannot sleep comfortably on the Constitution. The propertyless man has very little at stake. Jobless, ragged, hungry—what are fine principles to him? We must create an America where every man who would work if he could (and that is 99% of the whole) has honorable work to do. We must create an America in which no man is inadequately clothed—no one hungry—without shelter—cold. Those who are so afraid of communism must get it into their muddled heads that communism, while it has its appeal to the man who has nothing, has no appeal for the man who has a fair share of those material things which make life comfortable and worth living.

And in the new America there will be no usury—no installment over-charges—no faulty system of distribution—no excessive cost of essential insurance—for all of these evils destroy buying power by cheating the worker out of his earnings. The motivation of our national economic life must change. The prosperity of America depends on the capacity of average men and women to buy the things which American farms and American industry can produce. The masses of our people will buy what they have the capacity to buy and that capacity to buy must be adequately safeguarded. That can be done if we can motivate our national life on service. In the long, long run—the credit unions can do it. The credit unions will do it.

In our national life we must substitute love for greed. By love I mean service—the will to motivate life in all of its implications on the purpose to serve and not to exploit the human race. The scoffer says it can't be done but scoffers have always been saying that and right things have been done in spite of them.

When the motivation of national life is right—wars will cease to bedevil the human race, for wars come from the urge to exploit and are always paid for far beyond their possible worth. Want will end; poverty will end; corrupt government will end; the business of a few controlling the wealth of the world while the many have nothing—will end. However long it may take—it is within human reach to rediscover America. It is our job to set forth on the long voyage of discovery—as Columbus did, not fearing that the edge of the world is at the horizon line and that there lurk beyond the edge vast demons of destruction; confident instead that at the end of the long voyage is the new America.

It is the job of the BRIDGE to supply the chart for the journey—to prove in the end the practicality of the theory of the brotherhood of man.



March, 1936

-1936-20

Name \_\_\_\_\_

Year \_\_\_\_\_

CITY &amp; COUNTY EMPLOY

City Hall and Court Hou

## BUDGET

YOUR EXPENDITURES AND SAVINGS WITHIN Y

EXPENDITURES	TOTAL		JANUARY		FEBRUARY		MARCH		A
	Estimated Annual Expenditure	Actual Annual Expenditure	Estimated Expend.	Actual Expend.	Estimated Expend.	Actual Expend.	Estimated Expend.	Actual Expend.	
1 OPERATING EXPENSES									
2 Rent, Taxes, Interest, Mtg.									
3 Water, Ice									
4 Electricity, Gas									
5 Telephone									
6 Fuel									
7 Laundry									
8 Fire-Tornado Insurance									
9 Club Dues									
10 Carfare, Postage, Daily Papers									
11 Credit Union-Loan									
12 Transportation-Car									
13									
14 FOOD									
15 Dairy Products									
16 Meat, Fish, etc.									
17 Groceries									
18 Bakery-Meals Outside									
19									
20 CLOTHES									
21 Clothing, Dry Cleaning, etc.									
22									
23 HEALTH									
24 Doctor, Medicine, Hospital									
25 Dentist									
26									
27 ADVANCEMENT									
28 Credit Union Savings									
29 Life & Health Insurance									
30 Investments									
31 Church, Charity, Gifts									
32 Lectures, Books, Magazines, Education									
33 Pension Fund									
34									
35 LUXURIES									
36 Theatre, Sweets, Tobacco, etc.									
37 Travel, Vacations									
38 TOTAL									
INCOME	Estimated Annual Income	Actual Annual Income	Estimated Income	Actual Income	Estimated Income	Actual Income	Estimated Income	Actual Income	Estimated Income
1 Salary									
2 Other Income									
3									
4									
TOTAL									
GM 1936									



## You and a Budget

A preliminary article having to do with the happy business of knowing where you are at

THIS article has to do with YOU and a budget.

It was inspired by a form of budget, annual statement and other supplementary hints and helps issued by the City and County Employees Credit Union of St. Paul. Budgeting is bound to be of increasing importance to credit union members and you will note that we have garnished this story with a border which constitutes the form of budget utilized by the credit union aforesaid. We recommend it for study. It has been carefully worked out and we plan next month if possible to have an article by George Feller, President of the Credit Union, with his recommendations for a form of budget for all credit union members.

Incidentally Mr. Feller is President of an outstanding credit union.

If you will study its statement as below indicated you will note the relationship between its resources and its outstanding loans.

Some credit unions—not this one—are wondering what to do with surplus funds.

If a credit union is really taking care of all of the loans problems of its members—their short term credit problems and all of their installment credit problems—it will not have money enough. That goes for all credit unions. No credit union is really doing all that it can do for its members so long as any of its members are buying anything on the installment plan. Look then at the relationship between the assets of Mr. Feller's credit union and the loans outstanding all out at 1% a month on balances.

CITY AND COUNTY EMPLOYEES CREDIT UNION  
EIGHTH ANNUAL STATEMENT  
December 31, 1935

ASSETS		LIABILITIES	
Loans.....	\$150,515.45	Shares.....	\$118,777.64
Inv. Securities.....	5,000.00	Deposits.....	31,995.03
Furniture and Fixtures.....	117.75	Bills Payable.....	
Savings Reserve Fund.....	4,131.67	Dividends Payable.....	5,839.36
League Credit Union.....	500.00	Unclaimed Div. Checks.....	8.81
Cash.....	7,202.26	Guaranty Fund.....	4,131.67
		Undivided Earnings.....	6,714.62
Total.....	\$167,467.13	Total.....	\$167,467.13

Here is a credit union with over 1,200 members which has over \$150,000 of its \$167,000 working in loans to members. That is a credit union! Inquiring further into the reasons why this credit union is outstanding we find that Mr. Feller is the father of credit union budgeting. There is nothing mysterious about a budget. Properly used the word connotes a plan whereby the average of us can determine at any given time just where we are financially. We live in a time when there are innumerable agencies at work to get us financially out of kilter. "Your credit is good." That is a popular slogan. The salesman who unloads the most recent (and very expensive) installment contract never inquires into our other obligations and we are constantly getting deeper and deeper into debt. I recall a very fine friend of mine (with a swell job) telling me the other day that he would be afraid to budget, fearing what the budget would inevitably show. *The purpose of the budget is to help the average of us to stop kidding ourselves.* It simply tries, in a very realistic and friendly way, to get us to balance income with outgo. It tries to show us what so often is a complete mystery—namely—the why of constant financial embarrassment. *We so often blame a bad financial condition on too little income when the blame really belongs to too little common sense.* Two and two have a habit of equalling four. Debt has a way of becoming uncomfortable when there is no sense in it. Too much cake and too little bread—constitute an unbalanced diet. There are still a few of the maxims of Poor Richard which are sound. So let us look first at a neat little device which Mr. Feller has called to the attention of his members which may seem to you at first somewhat formidable. He suggests the good sense of a personal balance of assets and liabilities and I am taking the liberty of attaching hereto the form of statement as it appears on the very fine leaflet within this credit union has for general distribution within the membership. His theory is that it is as sensible for the individual to have a balance sheet as it is



March, 1936

## EES CREDIT UNION

e, St. Paul, Minn.

## OUR INCOME

## Budgets Computed for a Family of Two Adults and Two or Three Children

Income	Operating Expenses	Food	Clothing	Health	Advancement	Luxuries
\$ 900.00	34%	30%	10%	6%	15%	5%
1,200.00	34%	30%	10%	6%	15%	5%
2,400.00	34%	30%	10%	6%	15%	5%

JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER		
Estimated	Actual	Estimated	Actual	Estimated	Actual	Estimated	Actual	Estimated	Actual	Estimated	Actual	
Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	Expend.	

for a credit union to have a balance sheet—that it is just as worthwhile for a man to balance himself occasionally as it is for him to make an occasional check up with the doctor to be sure that he is in good physical condition. Here is what this credit union prescribes for its members, supplying them with a blank for the purpose.

CITY AND COUNTY EMPLOYEES  
CREDIT UNION

Provide Security for the Future by Increasing Your Net Worth Year by Year in Adding to Your Shares and Deposits in the Credit Union.

## FINANCIAL STATEMENT

## ASSETS

	Year of.....	Year of.....
Cash		
Credit Union Deposits		
Credit Union Shares		
Real Estate—Home		
Cash Value, Life Insurance		
Other Assets		
Total Assets		

## LIABILITIES

Mortgage or Contract on Home		
Credit Union Loan Payable		
Other Liabilities		
Net Worth		
Total Liabilities		

Next to help the member to remember his insurance premiums the credit union supplies a blank reminder of which the following is a copy.

## INSURANCE PREMIUM CALENDAR

Year of.....

Policy Nos. Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Finally we get to the budget. It may seem to you a bit complicated at first. In cooperation with Mr. Feller we are now working on a simplified budget which we hope to add shortly to standard credit union accounting practice. Meantime we shall be glad to supply any BRIDGE subscriber with a few copies of this budget for study. If you will examine it carefully and thoughtfully and heed some of the personal accounting principles contained in it, it may be that you will save for yourself this next year many times the subscription price of the BRIDGE. If you will give heed to it you will begin to get financially acquainted with that interesting feller who stares at you every morning when you are shaving. It's high time you came to know him! So—let me have your reaction to credit union budgeting—all your suggestions for future BRIDGES and thanks a whole lot to George Feller.



George Feller

JULY		AUGUST		SEPTEMBER	
Estimated	Actual	Estimated	Actual	Estimated	Actual
Income	Income	Income	Income	Income	Income

MBER  
Actual  
Income1  
2  
3  
4

## MEDICAL CARE WITHOUT WORRY

by R. V. RICKCORD

Twentieth Century Fund, Inc.

**W**OULD you like to have a highly qualified physician at your beck and call practically any time of the day and night at a price no larger than a daily street car fare—to secure for yourself medical service of a type now available only to the wealthy, and with as little consideration of cost?

Well, this is what is actually happening to many individuals of modest means in several large cities, where groups have been organized to enable their members to secure practically all the medical service they need for the small sum of 7c per day. These units have demonstrated how cheaply a service can be secured if individuals band themselves together to purchase it by small weekly subscriptions. The secret lies in making small collections from many people, thereby creating a great pool from which all may draw.

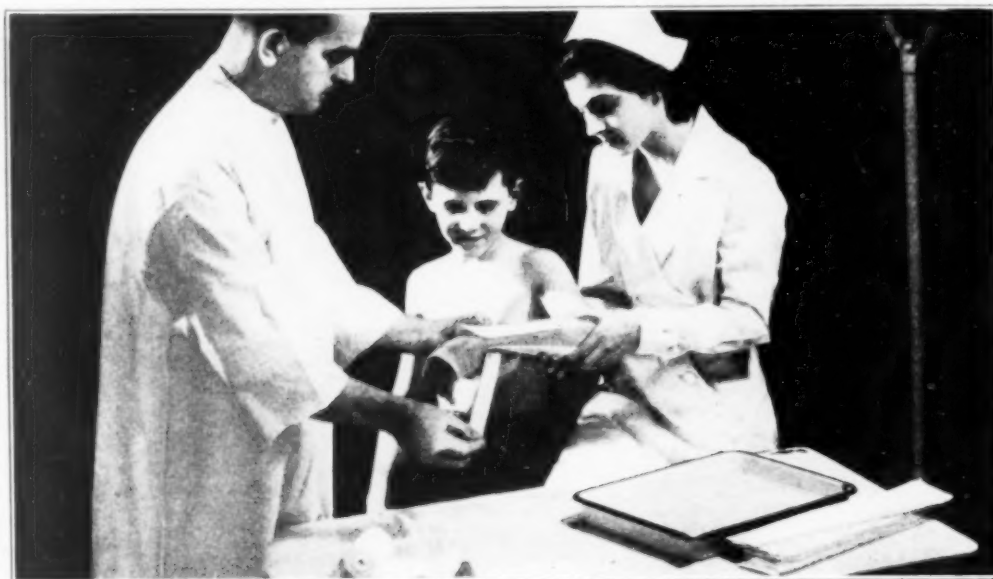
Medical service is no experiment. The experience of group medical units in Philadelphia, Pennsylvania; Los Angeles, California; Baton Rouge, Louisiana; Little Rock, Arkansas; Binghamton, New York; and other places, shows how successful these activities can become. All sorts of medical facilities are offered for small weekly payments and a type of service is furnished which is calculated to satisfy the fastidious.

Let us imagine that on a winter morning a member of such a group is sick, and follow him for a few minutes. He has a severe cold. Shall he send for a doctor? Ordinarily the first thought is . . . \$2 to \$3 at least. But the member has paid his 7c per day. He does not hesitate to telephone for a physician. The doctor is paid to call on him or he may visit the doctor as many times as he wishes. Furthermore, the doctor comes speedily and acts sympathetically. Why? Because the member wants speedy and sympathetic consideration and the representatives of the group have made proper arrangements whereby the physicians are able to furnish this type of service.

The visit of the physician, who may not have been called but for the group arrangement, may be a fortunate circumstance. Many a pneumonia fatality might have been prevented had the patient called a physician at the start and immediately received the proper instructions. The member of the group has not hesitated to call the physician immediately and the physician has applied the "stitch in time." Such willing and prompt action keeps the individual from work only for the minimum length of time and enables him to return in the best possible condition.

The physician, during his visit, notices that his patient's teeth are not good; large gaps are appearing and there are

indications that he is not properly digesting his food. A friendly invitation results in a call at the doctor's office, when the patient is on his feet again. Sympathetic advice about the need for good teeth is given, as well as information as to how they may be fixed with little expense. Perhaps poor sight or some other condition



should be corrected for the individual's own benefit, and the doctor makes a suggestion accordingly.

Furthermore, the individual becomes used to visiting the physician for a friendly chat. Before he is aware of it, the wise old doctor has him getting regular medical examinations so that no serious physical condition can develop without his anticipating it. And being able to notice a medical condition before it gets a hold, he can do something to stop it in its incipient stages, a practice altogether different from letting it develop until it becomes so bad that a doctor *must* be consulted.

This opportunity to chat freely with the doctor is a new note which has been introduced by group medical service. The member can forget entirely the question of medical fees, so there is no waste of time on his part, nor does the doctor hesitate to advise him concerning all the physical defects that are visible—no waiting by the physician to be asked so as to insure the payment of his fee. The doctor's inhibitions have been removed and he can concentrate on knowing all about his patient and working to keep him in the best health. This is the crux of the doctor's agreement with the group, which, of course, is a non-profit organization whose sole objective is to secure the best medical service for its members.

Because he has access to x-ray and analytical laboratories to an extent not possible previously, the physician can do a finer job for the member of a group. He can arrange for the patient to get practically everything he needs for his physical welfare, including examinations,

consultations, the expert advice and help of surgeons, specialists, dentists, opticians, nurses and hospitals. All of these and a lot more can be secured for the member's 7c a day subscription. There is no hesitancy on the part of the doctor to urge the use of as many auxiliary facilities as possible. In addition, he takes advantage of group arrangements to enable the member to buy surgical appliances and other personal needs at very low prices.

Apparently there is no limit to the friendly, helpful service that a physician can offer under a group arrangement. Yet no gratuitous service is involved. The physician is paid well because his time is fully occupied, a condition which did not exist before, and the patient pays for everything he gets. His small subscription is sufficient. There is nothing for nothing so far as he is concerned. But who would not be a member of such a group, given an opportunity to do so?

**EDITOR'S NOTE.** R. V. Rickcord is a member of the staff of the Twentieth Century Fund, Inc., and has been making a study of the cost of medical care. This subject is now attracting great attention. It is appreciated that there are better and more efficient ways of protecting the public health; that it might be much wiser to provide ways and means of keeping people well than the more wasteful and less scientific method of attempting to restore health after it has been definitely impaired. This is being accomplished by groups of people paying in small sums regularly and employing medical care for all the members of the group through professional assistance which is always available to any member of the group without charge additional to his regular dues. By this method a greater degree of professional oversight and a higher degree of preventive medicine becomes possible. There is opposition to the plan and it is our purpose in the BRIDGE to supply a medium of exchange of opinion so that our readers may have factual knowledge on this important subject. We hope shortly to have other authoritative articles having to do with this matter. Meantime Mr. Rickcord is extremely well qualified to lead off the discussion.



# RAIFFEISEN WAS BORN IN MARCH



HE life motto of Frederick William Raiffeisen, the father of the credit union in the world, was "Inasmuch as ye have done it unto one of the least of my brethren, ye have done it unto me."

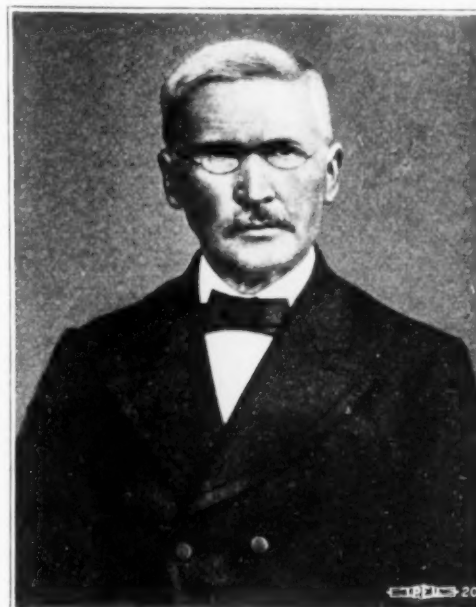
There will be eventually various days celebrated within the credit union movement.

Benjamin Franklin, for example, apostle of thrift in an earlier day when popular conceptions of the real meaning of the word differed somewhat from our modern notion of what the word means—was born on January 17th and we like to think of this smartest man ever produced on this Continent as a sort of patron saint of the credit union movement. Then there is August 10th—our Fourth of July. On that date fifty-two representatives from twenty-two states signed the national Constitution and By-laws at Estes Park, Colorado, and the Credit Union National Association was born. By our By-laws (Article IV, Section 10) we set apart the birthday of Edward A. Filene, our Founder, as a day of national celebration. Mr. Filene's birthday is September 3rd and this will be a day of general rejoicing among credit union members. But possibly our greatest day is March 30th. Surely the fact that Frederick William Raiffeisen was born on that day in 1818 makes the month and the day of very special significance in our credit union history.

*Raiffeisen is the father of the credit union in the world.* You will find, when you come to visit us at Madison, the words in attractive script over the door—"Raiffeisen House". Over the great mantle in my office is the fine picture of Raiffeisen which Tom Doig and I brought back from Germany after visiting at the central printing and supply office of the German credit unions at Neuwied, on the Rhine River a few hours from Cologne, where we established a most worthwhile contact in the summer of 1933.

Some day an authoritative history of Raiffeisen should be prepared in English. It could be done easily as the source material is available and waiting only for translation. It doubtless is one of the jobs which the National Association should do relatively soon. The preparation of such a history in such fashion that it would be available to our membership at small cost (in somewhat the same fashion as we published CUMET a few years ago) might well constitute an appropriate celebration and observance of the one hundred and nineteenth anniversary

of Raiffeisen's birth in 1937. This brief sketch will, however, call attention to the importance of March as the natal month of this illustrious man. Raiffeisen was born at Hamm an der Gieg in Germany on March 30, 1818, and died on March 11, 1888. His father was the mayor or burgermeister at Hamm in 1816. He was a contemporary of the other great leader in all matters pertaining to the origination and development of cooperative credit—Hermann Schulze-Delitzsch (1808-1883). We shall subsequently discuss in the BRIDGE the almost equally important contribution which Schulze-Delitzsch made to the cooperative credit movement. We stress Raiffeisen however because of his extraordinary spiritual conceptions in connection with credit union development. Our movement in the United States has followed Raiffeisen rather than Schulze-Delitzsch where the two have differed. Raiffeisen had a varied career prior to the late eighteen forties when we find him Mayor of the small town of Flammersfeld and trying desperately to find some way out for the surrounding peasants and townspeople who were suffering from extreme financial depression. During a period of experimentation which started in 1849 and began to come to fruition in Eilenberg in 1850 and produced the first completely self sustaining cooperative credit society at Heddesdorf in 1864, Raiffeisen was in constant search for a formula which would work out effectively the principle of cooperative effort which he had determined upon as the basis for the credit union. This principle involved first the union of the very small individual resources of a group until they had an appreciable total and the addition to the total by borrowing on the combined credit of the members of a group, the individual members of which had no credit at all. With funds thus accumulated loans were made for provident and productive purposes to members of the group at low rates of interest (generally 4% per annum actual interest) with the earnings divided between a fund for education and a surplus fund. This was the genesis of the credit union. In a remarkable word picture of Raiffeisen (contained in his book "Rural Credits") the former Ambassador to France, Myron T. Herrick (himself a profound student of cooperative credit) has thus described him. "Raiffeisen was harsh and rigorous, with an irascible temper, easily enflamed to anger by contradiction or opposition, so that he did not have many intimate friends. He presented a stern appearance, with his almost sightless eyes, but his demeanor was singularly pleasing when



he relaxed himself in occasional recreation from his arduous and constant labors . . . he had a weak voice and slight talent for public speaking, yet he made a strong impression upon his audiences by the earnest and logical manner of his address. His book learning was meager, since all his reading and writing had to be done through others on account of his semi-blindness, hence his ideas were mostly original with himself. He was a worker rather than a student. *His strength lay in his indomitable will, his persistent fidelity to ideals, his ability to toil long and hard and to make practical use of whatever theoretical knowledge he possessed, and above all his deeply religious nature which made him look upon his self-imposed task of uplifting the poor as a divine mission . . . as he went up and down the country and visited his credit societies, the members called him "good Father Raiffeisen" and many Catholic priests and Protestant ministers acknowledged that his work for cooperation had more effect on the peasantry than all their sermons and ministrations.*

From this man's work cooperative credit spread until there were over fifty thousand credit unions in Germany and the idea had penetrated rapidly to all parts of Europe. There it did not stop. Kagawa, the internationally famous Japanese cooperator is, as this is being written, telling American audiences everywhere that the basis of the cooperative movement is cooperative credit, and basing his opinions on the experience of 17,000 credit unions in Japan. To the work of Raiffeisen may be traced directly the beginnings of cooperative credit on this continent at Levis in the Province of Quebec in 1900 and the subsequent spread of this principle to Massachusetts in 1909 and from then on throughout the United States.

We shall, from time to time, elaborate this story for in the life of Raiffeisen is packed all of the fine spiritual values without which our own development of cooperative credit can never come to full fruition.



# WE ARE FIVE YEARS OLD

The Story of a Credit Union  
Within a Consumers Cooperative

by LEO SAARI

I well remember the night this credit union was organized. After telling the story I couldn't get anyone to come up and sign the application for a charter until, when it seemed that my mission was going to result unsuccessfully, a very nice looking young lady who, as I remember it, was then cashier in one of the stores, stepped to the front and was the first to sign. That made it easy and the necessary additional signatures were rapidly forthcoming. This credit union is of exceptional significance as it indicates that the credit union plan will work well within a consumers' co-operative.

—EDITOR.



One of the Branch Stores, Co-operative Trading Co., Waukegan, Illinois

**M**ILESTONE No. 5 of our Waukegan (Illinois) Co-operative Credit Union was passed at the time when it became necessary to add 6 to 193, in stead of 5, in order to keep up with the times. In the following we shall try to discuss the achievements, problems, troubles, and no troubles of this credit union during the first five years of its existence.

An idea had developed in the minds of a few outstanding co-operators in Waukegan, who were familiar with the credit union movement, that we should have a credit union also. An organization meeting was held and, as a result, the Illinois charter No. 68 was granted to our credit union by the Auditor of Public Accounts, on May 1st, 1930, with the lucky number of thirteen members as incorporators. Four of the thirteen never actually joined the credit union, and only seven of the incorporators are members at present. Many of us had long experience in other phases of co-operative activity, but credit union work was new, and the beginning was rather slow. About six months passed after the charter was issued before the business of the credit union actually began. At first we were at a loss as to what to do with the credit union and the little money we had taken in. However, we kept talking about the credit union, and it did not take long before the membership slowly began to grow, and more and more borrowers came up from the membership. Not a single month has passed during these five years that we have not added some new members to our ranks. The bank failures, which took place just at that time, stimulated the faith of the people in the credit union movement. The inflow of the money and the demand for the loans have been running about equal most of the time. Now we wonder how we ever got along without a credit union.

Yes, we have grown, although our growth has not been as phenomenal as in some credit unions. The personal contact between the members in a large co-operative society is not as direct as it is in industrial groups where the people are working in one plant, for instance. We still

feel that our credit union is in its infancy. The parent organization of the credit union, the Co-operative Trading Company, to which all our credit union members must belong, had 2,066 members as of December 31, 1935. This shows that, so far, we have succeeded in selling the credit union idea to only about ten per cent of our potential membership. It is evident that a good many of the co-operators are still using the services of the privately owned finance companies in solving their credit problems; however, we are gaining ground continuously. The statistical tables given in connection with this writing will show the growth of our credit union during its first five-year period.

At the end of the year	Members	Borrowers	Total Assets	Share Capital	Balance of \$ Loans
1931.....	90	24	\$ 3,141.79	\$ 3,068.75	2,735.00
1932.....	132	50	7,911.77	7,399.75	7,456.00
1933.....	144	63	9,158.08	8,460.60	8,479.50
1934.....	175	83	12,127.46	11,040.50	10,890.24
1935.....	207	93	16,699.80	15,180.71	15,624.19

During the Year	Cash Receipts	Loans Made	No. of Loans	Average Loan	Dividend Rate
1931.....	\$ 6,491.71	\$ 5,185.00	41	\$ 126.46	4%
1932.....	15,102.93	11,905.00	61	195.16	6%
1933.....	12,728.17	8,951.00	60	149.18	4½%
1934.....	21,853.06	15,904.00	93	171.01	5%
1935.....	28,696.26	21,629.00	109	198.43	5%
Total.....	\$ 84,872.13	\$ 63,574.00	364	\$ 174.65	

The credit committee in our credit union, as well as in any credit union, has been an important factor in the credit union life. This committee has been alert from the beginning, analysing the "provident and productive purposes". The fact that it has not been necessary to write off any bad loans during these five years speaks for the efficiency of the credit committee and the management. This does not mean that all payments for loans have been paid when due without exception. At times during these years of economic depression some borrowers have been delinquent, but, so far, all loans have eventually been collected. The initial loan of \$60.00 was

passed by the credit committee on December 8th, 1930, to a young fellow whom we used to know by the name of "Tarzan", and who is now managing a co-operative store far away in Connecticut. All the present three credit committee members are milk drivers for the Co-operative Trading Company, and in that capacity know most of the members, their problems and their reliability. One of the committee members has served since the organization of the credit union. Being in every day contact with co-operative affairs, the credit committee can be called together any day upon short notice, which greatly expedites the handling of loan applications.

The head bookkeeper of the parent com-

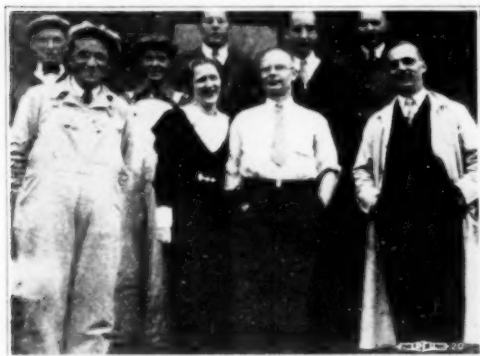
pany is also the treasurer of the credit union, and the members can conduct their credit union business at any time during office hours. One of the main problems of our credit union is the fact that at times we have too much money lying idle on our hands. This bespeaks for a central credit union of credit unions or a national co-operative bank through which the credit unions could make use of the surplus funds possibly held by some other credit unions.

Our credit union has been a great help to its parent co-operative by loaning money to members and so helping them to meet their past due bills. Still more could be done in that respect with proper arrange-

ment and the good will of the members. As this credit union is one of the few functioning in direct connection with a bona fide consumers' co-operative society, it might be interesting to the readers of THE BRIDGE to relate briefly the story of the Co-operative Trading Company.

The Co-operative Trading Company was organized in May, 1911, by a handful of Finns, as a result of a milk strike against high milk prices. That was the beginning of the co-operative dairy, the dairy still being the largest department of this co-operative. From this humble beginning the society has grown gradually, new departments and branch stores having been added, so that the Co-operative Trading Company now operates in addition to the dairy, a bakery, and six up-to-date grocery stores and meat markets. A gas and oil station is now under way and will be ready to serve the members and customers in the spring. The membership, which originally was all Finnish, has expanded so that it now comprises practically all the nationalities residing in Waukegan and the adjoining towns. The society employs seventy full time employees and a score on part-time. All the employees belong to their respective labor unions.

The shares are \$10.00 each with ten shares a limit to one member. The paid-in share capital was \$72,140.00 at the end of 1935, divided among 2,066 members. The genuine Rochdale co-operative principles are strictly adhered to, with one vote to each member regardless of the share holdings. A board of nine directors, two of whom are women, at present, together with the manager form the executive force of the concern. The total sales for 1935 amounted to \$631,408.32 and net income to \$19,345.28. The net income, after all necessary reserves have been made, is rebated back to the members and customers in proportion to their patronage in the



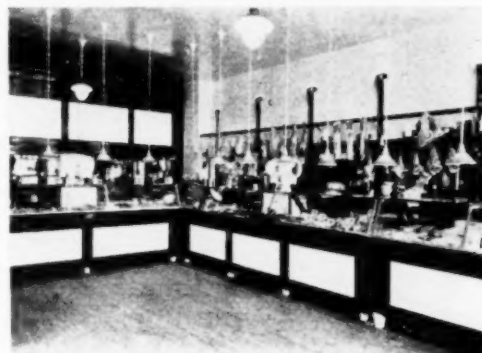
From left--Credit Committee: Harry Carlson, Elmer Adams and Axel Sandvick; Mrs. Laarin M. Luhtala, Secretary; Jack Liukku, President; Leo Saari, Treasurer; Supervisory Committee: Arvo Kanervo, Edward Carlson and Waldemar Petrell.

form of shares until a member has ten shares, after which rebates are given in cash or merchandise. The rate of rebate has been ranging from one to five percent during different years, and the society has rebated back to its patrons over \$200,000 since its organization.

The co-operative is sponsoring very effective educational work through its educational committee, by promoting the idea of consumers' co-operation, and the

production and distribution for use and not for profit. Sports and recreational activities are also provided for the membership, especially through such auxiliaries as the women's guild, the co-operative club and the youth league. A glee club, a band, and basketball and bowling teams have also been organized.

The co-operators in Waukegan do not believe in a co-operative movement on a local scale only. The Co-operative Trading Company is affiliated with the Central Co-operative Wholesale of Superior, Wisconsin, and through the Central States' Co-operative League is a member of the Co-operative League of U. S. and the International Co-operative Alliance. One of



Interior of the Main Store Meat Market Co-operative Trading Co., Waukegan, Illinois

the board members of the Co-operative Trading Company is also a director of the National Co-operatives, Inc. The Waukegan Co-operative Credit Union is a member of the Northern Illinois Chapter of Credit Unions and a charter member of the Illinois Credit Union League and Credit Union National Association.

Waukegan and its immediate vicinity is the home of several other credit unions besides ours. The postal employees credit union is the oldest. Besides, there is the Warren Township Credit Union in Gurnee, the Veterans' Administration Facility Credit Union in North Chicago, and the recently organized groups of employees of the Illinois Bell Telephone Co., American Steel & Wire Co., Cyclone Fence Co. (under Federal charter), and the Waukegan-North Chicago Teachers' Credit Union. A credit union among employees of the Johns-Manville, Inc., is in the process of organization. With all these groups working together at full blast it will not be long before the co-operative thrift and credit movement will have penetrated our entire community. The private loan agencies will have nothing to do on our soil. The people will learn to govern their own savings and to solve their own credit problems in a co-operative way and Waukegan will be a real credit union town.

When in Need of Printing—Remember—the CUNA SUPPLY COOPERATIVE—Raiffeisen House, Madison, Wisconsin, is at your service.

As the direct result of the efforts of CUNA you should not pay more than \$4.00 for a Faithful Performance bond or \$3.00 for a Fidelity Bond. For contact in any state inquire of CUNA, Raiffeisen House, Madison, Wisconsin!

## Credit Union Progress in February

The big map at Raiffeisen House discloses that February was a forward moving month in spite of the cold weather and the storms. One hundred and forty one (141) new credit unions were organized in the United States during the month. February 21 was the big day; in anticipation of the birthday of the Father of Our Country the boys and the girls stepped on the gas and we got fourteen new credit unions in a single day. The following is the distribution of the credit unions (the new ones) for the month: California 10; Connecticut 6; D. of C. 1; Florida 7; Idaho 1; Illinois 10; Iowa 1; Kentucky 1; Louisiana 2; Maryland 1; Massachusetts 3; Michigan 8; Missouri 4; Montana 2; New Jersey 7; New York 18; North Dakota 1; Ohio 13; Pennsylvania 11; Rhode Island 2; South Carolina 1; Tennessee 1; Texas 5; Vermont 1; Washington 4; Wisconsin 11; Wyoming 2; and 1 in Nova Scotia. Twenty-seven states and the District of Columbia contributed to this crop. Ray for February!

## MARCH VERSE

EDITOR'S NOTE: It will be recalled that the BRIDGE is a magazine and that a "magazine" must have a poem. Well this month we are fortunate. This is really a poem and is taken from a book of children's verse by Ralph Bergengren.

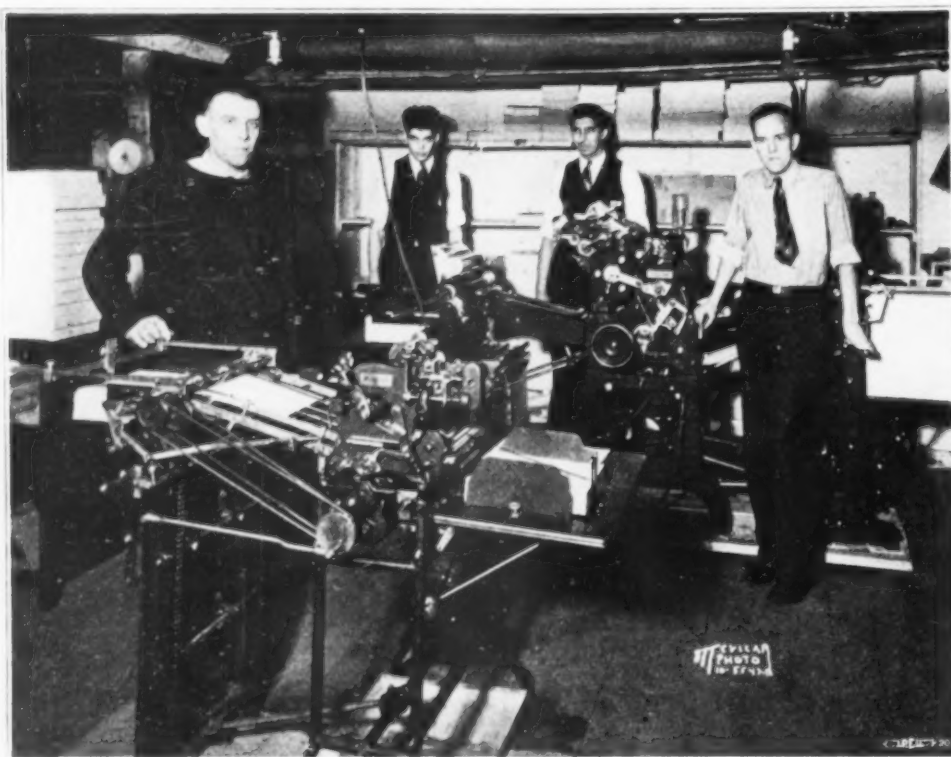


### The Bank.

In my tin bank I put a dime,  
And left it there for quite a time.  
I let it stay a month, about,  
And shook my bank 'till it fell out.  
But when it fell  
upon the floor,  
It was a dime—  
and nothing  
more.  
I thought, from what I heard Pop say  
It would increase from day to day.  
My dime would be a kind of hen,  
And lay a penny now and then.  
But when I found my bank would add  
Nothing at all to what I had,  
I simply wasted no more time,  
But went right off and spent my dime.







Production Room

## NEXT! The Cuna Supply Cooperative



WITH the borrowers protection insurance matter fairly in process of solution and a decent bond rate for credit unions established and the first ten thousand subscriptions in for the BRIDGE and various and other sundry matters in process of solution the National Board turned its attention to the Printing and Supply business and, on recommendation of the Managing Director voted to establish the CUNA Supply Cooperative.

Let's first find out what is proposed. The CUNA Supply Cooperative is a cooperative society in process as this is being written of organization under the laws of the State of Wisconsin having to do with the organization of cooperatives. It will handle the printing and supply business. It will have for its members the State Leagues, the National Association, the Cuna Mutual Society, the BRIDGE and any other affiliates of the National Association for which it works. It will operate on a modest surplus basis and all of the surplus earnings will revert to the state leagues as patronage dividends based on the business carried on by any given State League with the CUNA Supply Cooperative. On a similar basis it will do all the printing for the National Association, the Cuna Mutual Society, the BRIDGE, etc. Some day we hope that it will even be equipped to print the BRIDGE. It will also develop shortly a central purchasing department in order to secure for credit unions the maximum trade discounts on the material—safes, tabulating machinery, typewriters, etc.—which they use.

Its personnel consists of Mr. Bert Beales as General Manager. He is second

from the right in the picture of the print shop. He has two machine operators—Mr. Otto Caulum—to the extreme left and Mr. Norman E. Haglund to the right and Mr. Edward S. Miller, a part time all round man who handles any job which happens to be waiting round to be done. Mr. Miller goes to the University of Wisconsin mornings and Raiffeisen House afternoons and Saturdays. He is third from the right. Then in the shipping room we have Mr. Julian Grinde to the



Shipping Room

right and Mr. Ralph Peterson to the left. In the center—on the step ladder—is the genial Mr. Harvey Williams who at Raiffeisen House has at least sixty jobs and a very particular job on Christmas!

In the accounting office is Miss Helen Logue in charge, assisted by Miss Dorothy Young.

Starting the business some years ago at the time the credit union movement was under the direction of the Credit Union National Extension Bureau with \$1,000.00 borrowed capital, the business has grown from \$250.00 a month to (in February) nearly \$8,000.00 a month. It

now owns machinery which is carried on inventory at \$5,700.00 on which there is owed \$2,500.00. We are equipped to do plain and fancy printing including color jobs and all of the bookkeeping forms



Accounting Room

used by credit unions. The net worth of this department at the time of the national meeting was \$11,879.20. The books of this department are audited annually by certified public accountants. This department is in process of complete reorganization under the direction of Mr. Beales and should increase in service to all credit unions.

This funny crack isn't entitled to a prize. We swiped it from the radio and, most unfortunately, we're not eligible to the Joke of the Month Club. We therefore offer it "without hope of reward." It is entitled

### EXCESSIVE TAXATION (and is therefore most timely!)



A young mother, noting an advertisement in the local press, sallied forth to buy some diapers which had been advertised at an even dozen for ninety-eight cents. She negotiated the purchase successfully, giving the clerk a dollar and receiving in return a neat bundle containing the dozen diapers. She waited patiently for her change but none came. So she asked the clerk in a firm voice about it. "There is no change, madam," he replied with equal firmness. "But I thought," she expostulated, "the diapers were ninety-eight cents?" "That's correct, madam," said the clerk, "the two cents is for the tax!" "But," the young mother persisted, "I don't put them on with tacks! I use pins!!!"



# CUPID ROUTED BY MODERN SCIENCE

A Shocking Short Short Story

by YON YONSON

AS THE dawn came streaming in at her window and caressed her pillow, making a golden halo of her natural blond tresses—her eyelids quivered and—she awoke! Blue birds were singing out-



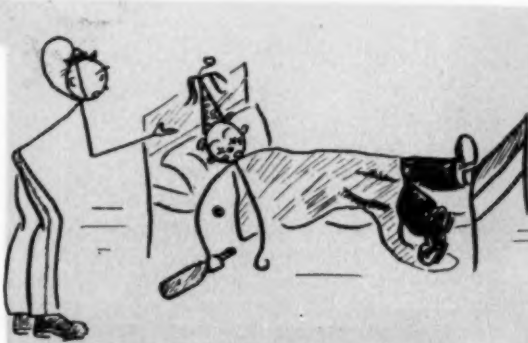
side her window and she sensed in her half awakening that this was no ordinary day. Something—she realized—was about to happen. This was a day apart.

Luxuriating in a prodigious yawn she eased herself into a sitting position. Conscious that she was in her own room in the twinkling of an eye she sensed the significance of the white dress on a form by the window—white with foamy, clinging lace, a long train and, just where she would emerge from it presently ruching—where the family pearls would rest—and at the waist—a golden hook for the orange blossoms!

"Ah" she sighed, as she reached for a cigarette (it would never do to have a short short story, or any other kind for that matter in which the heroine did not at the first opportunity reach for a cigarette)—"Ah", she sighed again, filling the room with smoke "this is my wedding day."

Hers had been the perfect, modern romance. Though beautiful in the Zieg-

feld manner and the rich daughter of the Bigburgh banker (this romance predates 1929) and cultured no end by being finished in innumerable finishing schools, she had been the mystery of her set. Delectable, enviable, eye-filling and with a bulging purse—at dances she was what was known in the twenties as a "wall flower." But one day, while sitting in her luxurious limousine, waiting for her Mother she heard two gentlemen conversing on the curb stone. It was then she changed her tooth paste—and now it was her wedding morn.



At the local hotel Jack Dalton, our hero, was at the same time being aroused by a bell-hop. The previous night he had attended his bachelor dinner—celebrating the end of his single state. The dawn had been caressing him for some time but he was quite impervious to its caresses. A kindly bell-hop, however, sensing how incomplete would be a wedding without a groom, battled Jack into consciousness.

At the palatial home of the Bigburgh Banker meantime all was excitement and hurry and flurry as all hands tripped

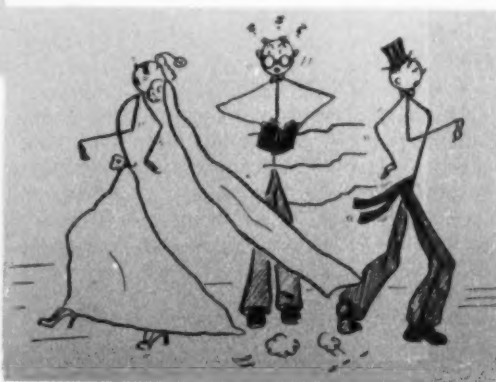
gaily over each other, forgetting this and remembering that as they got Genevieve ready for the appointed hour.

Jack Dalton, meantime, late already, almost failed to make the church on time.

The hour is at hand.

The church is crowded and the organ begins to punctuate the beautiful spring morning with the melodious strains of the Wedding March. Down the aisle she comes—how lovely, how ethereal—how enchanting! And up the aisle he comes—how manly, how completely sober! Midway she paused for a brief second to stamp out her cigarette while he did likewise. Now—both are at last ready but—(how I hate to write it) as they came together—THEY KEPT RIGHT ON GOING—he to exit through the front of the Church and she through the back—out of each other's lives forever—just as the sun went down.

For—in the hurry—



HE had forgotten his Nice Boy Soap—And SHE—her jistoreen!!!

RECEIVED AT  
111 W. MIFFLIN ST.  
MADISON, WIS.  
TELEPHONE BAINBRIDGE 34 OR 35

## Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial Cables    All America Cables    Mackay Radio

This is a full rate Telegram. Telegrams of Postage, unless otherwise indicated, are prepaid at the office of origin.

DAY LETTER
NIGHT LETTER
NIGHT MESSAGE
DEFERRED CABLE
NIGHT CABLE LETTER
POSTGRAM

1936 MAR 5 AM 10 15

C29 9=TD LOUISVILLE KY 5 1009A

ROY F BERGENGREN, RAIFFEISEN HOUSE

MADISON WIS=

LETTER CHECKS SUBSCRIPTIONS MAILED TODAY TOTAL NINE HUNDRED SIXTEEN=

GARFIELD SEIBERT. . .

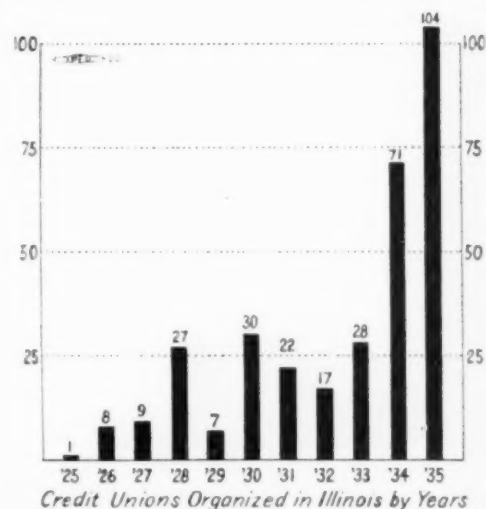
Telephone Your Telegrams to **Postal Telegraph**



Believe me, there was a punch in this one!

## Here's An Interesting Chart

It is another tribute to the organization work which Joe DeRamus did last year.



# "There's Gold in them Thar Hills"

by  
ROY F. BERGENGREN



THE prospector—what a man! Quite the most fascinating character in history. He had faith in his luck and when she played him false—as she most generally did—he kept right on having faith that next time she would lead him to the pot of gold at the end of the rainbow of his dreams.

And—sometimes—she did.

He was forever packing a new kit—following the will-of-the-wisp to new places, coming back gaunt and empty-handed and starting all over again as soon as he could find someone to stake him to a new outfit. He knew that there was gold in the far hills and that he would find it if he hunted long enough. He followed his luck and one day he found it!

They tell us that the pioneering days in America are over—that the brave days of individual effort are over—that all that is left for the average of us is, at best, a cog job in a mass production machine—that there is an inevitability in our present lot and that we shall never completely emerge from it; that there will be new and greater wars to destroy us and all our hopes and that fascism (rule by a super-boss in the name of the super-boss) or communism (rule of a super-boss in the name of the masses) is inevitable. Don't believe it!

There's still gold in them thar hills, and we—you and I—are going to find it.

And the first article in our equipment is—Courage. And the second article is—Faith.

At what store can we buy for our journey—Courage and Faith?

We own the store. I recall how when I was a boy my father and I used to drive in his old doctor's wagon out into the country of a Sunday. There was a place there—a sort of inn—where the proprietor sold root beer. He made it himself and he kept it cool in a well back a bit in the woods. Very few people in those days had ice in the summertime, and of course iceless refrigeration was unheard of; had

anyone suggested such a possibility he would have been laughed at.

The well was the one really cool place and there the innkeeper kept his beer. And how delicious it was! Possibly the store where you and I are to buy Courage and Faith is the deep well within us—where alone courage and faith have been preserved and may be had, just for the asking.

And, as we load our burro for the journey into the hills we must abandon Fear. It is Fear right now which rules the world—me afraid for my job—afraid for my children, for their future, for their strange attitude towards life—me afraid of what the government will or will not do—me afraid of another war which will take my son away from me—nation afraid of nation—all of us afraid everywhere that we will not have enough to eat in this land of plenty. Fear rules us. If you don't believe that—ask yourself. I know one very rich man who spends all his time worrying about taxes. I know a splendid Mother and Father who, every time I see them, complain about the laxities of the new generation. My own pet fear is that the process of doing everything by machinery will eventually, unless we can get the machines under control, make us all slaves to a deadly efficiency.

All this worried me until a good friend of mine presented me awhile back with a book by Preston Bradley called "Mastering Fear." That helped. I am also reading for relaxation right now two other books—a life of Andrew Jackson by Marquis James and a book a couple of good friends sent me for Christmas by Clarence Day, a very funny and altogether human account of the reactions of his father to various phases of life, particularly to the business of bringing up children. Then I saw a movie the other day—"Ah Wilderness"—which brought back my youth and reminded me how old are the problems which Mother and I think of as just our particular problems, contrived just to cause us alarm. I recommend Mr. Brad-

ley's book to anyone who is getting ready to make a pilgrimage to the hills for gold.

It reminds me of how when a child I would cry out at night, trying to awake from the clutches of a bad dream—and my Mother would come in and possibly put the curtain up that I might appreciate that dawn had come or, by her very presence, dispell the darkness and give me back my courage.

He speaks of the new generation as "more alert, more acutely aware of conditions than young people of my generation were . . . they are waking up, digging into economics and politics. America has the finest lot of young people at this hour that this nation has ever had . . . they are studying and thinking and planning. They are not going to let civilization down, not if they can get cooperation from some of the middle-aged who are so afraid of new ways and progress." Just ponder on what he says of us—"the middle-aged afraid of new ways and progress!" In another place in the book he writes: "As an individual in a changing world I am making it my primary business to wring out of life, to plow out of life, every possible influence that will enable me to return to the world the highest kind of life of which I am capable. I am so busy doing this that I have no time to be afraid of a changing world . . . I had rather be on the march towards a higher and a better order—no matter what it cost, no matter what I have to sacrifice—than stick in a sticky content."

We find the Courage and the Faith within our own store!

The lesson from the life of Andrew Jackson is that he made lots of mistakes and yet came through.

He made his own breaks.

He was dashing and audacious and when he made a mistake he didn't stop to mope about it; he forgot everything about it except the lesson in it and went charging ahead.



And the other book and the movie—they point out so clearly that we oldsters worry over the same problems our parents worried over—with just a bit more modern setting.

I have a boy who is a senior in College. These college boys of the past few years have been in a tough spot—lots of education and no way to put it to work. As Mr. Bradley points out, they are coming through, they are not going to accept our bad habits just because they are habits; they are not going to accept bad thinking just because the bad thinking was the best you and I could give them. They are the Hope. And hope is another item for our kit as we head for the hills—courage and faith and hope.

And incidentally we are going to have something more to say a bit later in the BRIDGE about reading. Did you ever stop to think of it—the public library is bulging with books—the richest, biggest and best library in town?

And to whom does it belong?

To you.

You have the biggest, the richest, the best library in town. And it is itself a hill, full of gold mines which are waiting for you to come and pick up the nuggets. And you and I must remember that it was intended that the human mind should be a garden. A man can be stronger than Hercules and it won't get him very far unless his strength is directed by what he has concealed between the bridge of his nose and the top of his skull.

My father came to America from Sweden on the trial trip of the Great Eastern. It was the largest ship of its day but the development of engines had not kept pace with the development of hulls and the trip was eventful because at times the engines were hardly powerful enough to maintain headway. It was a long crossing because the body of the ship (the hull) was too big for the brain (the engine) to handle. You and I know how to build muscle and many of us are pretty fussy about the condition of our respective bodies. I appreciated the week before Christmas that I was carrying around fifteen pounds of superfluous weight and had no real difficulty getting rid of it.

But if we are going to find the gold in the hills we must also exercise and improve the mind and get the surplus fat off it.

Think of your mind as a garden—to be cultivated with something besides weeds—and then remember that the gymnasium of the mind in your town is the public library. And so we need for the kit the cultivated mind—we need knowledge. The best read man I know is also the busiest man I know. His education stopped at the grammar school. He is a rich man, a busy man, and well past middle life, and yet he is still diligently and eagerly educating himself. By his bed he has a bookshelf and there is no rubbish on it, nor does any dust accumulate on the well chosen books which he reads—night after night.

Education has nothing to do with college degrees. Some of the best educated men I know had no college opportunities.

You can get Knowledge, and as you prepare for the hills prepare by outfitting with Courage and Faith and Hope and Knowledge.

And laugh at the man who tells you that there is no gold in the hills!

Opportunity will knock on as many doors in the next hundred years as she has been so industriously knocking on doors for the past thousand years. Her knuckles are not even bruised yet! And she will knock more than once, for more than likely she will find you fast asleep the first time she knocks! So we face the hills and we get our chins up automatically in the very process of looking to the hills.

What has happened is done.

No one can bring back the yesterday, if anyone would!

The winter has gone.

The spring is here and, believe it or not—there's gold in them thar hills.

## NUGGETS



And speaking of "gold in them thar hills" what shall we offer for proof more specific than the 4400 credit unions with their million members, doing a business of over a hundred million dollars a year and motivated by service, proving the practical value of cooperative effort and the certainty that our economic life can be operated efficiently on a brand new motivation. We in the credit unions have already found the gold in the foot hills and are ready to push on to the real deposits which, for a certainty, are up yonder. The following nuggets are taken at random from a mass of new ore which has come in from the mines during the month.—Editor.

### A Very Snappy Short Short Story



C116 59 GOVT BLDG WASHINGTON DC 30  
R F BERGENSON, CREDIT UNION NATIONAL ASSOCIATION  
142 EAST GILMAN ST MADISON WIS

CHARTER NUMBER ONE THOUSAND WILL BE ISSUED JANUARY THIRTY FIRST TO SIERRA PACIFIC EMPLOYEES FIRST CREDIT UNION IN NEVADA THERE IS NOW A STATE OR FEDERAL CREDIT UNION IN EVERY STATE STOP WISCONSIN NEW HAMPSHIRE AND ALABAMA HAVE NO FEDERALS.\*\*\*  
C R ORCHARD DIRECTOR CREDIT UNION SECTION.

Telephone Your Telegrams to Postal Telegraph

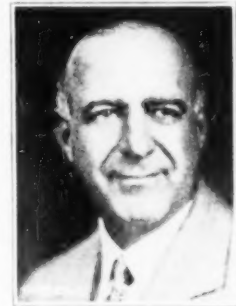
This thought originated in the Nova Scotia study clubs. It heads a letter to Study Club Leaders from Father M. M. Coady who is doing so much to promote cooperative credit in the Province. "If we don't study and move forward, we can't complain if the world moves on and leaves us behind."

The Cherokee Iseo (International Shoe Company) Credit Union (R. E. Landers, Treasurer) has assets of \$27,868 with nearly \$100,000 in loans to date. Splendid!

### Our Friend

Here is a real nugget—of very pure gold! Alvin Gillett is our friend. That's the whole story. He is our friend. Ever since we came to Madison he has been doing things for us.

And at the Madison Jamboree (see elsewhere in this issue) he did a whole lot more than give the meeting direction and inspiration as song leader and cheer master. He was on the Committee from the beginning. It was Al Gillett who got us the Memorial Building for our meeting



Alvin Gillett

—who procured our splendid talent—who secured the College Glee Club—who helped with each and every item of the splendid program. Mr. Gillett is Manager of the Association of Commerce of Madison. He comes pretty close to being the most useful citizen of Madison.

### About A Very Able Woman

In April we shall have an interesting story of a very able woman—Julia D. Connor—one of the top credit union organizers in the Federal Credit Union Section. We held it for her picture which has come in, and you will find this story—which has again to do with the important place of women in the credit union development—in the April issue. We owe this interesting data to the able leader of the Credit Union Section—Claude R. Orchard.

## Joke of the Month



WE HAD some good jokes come in but fell for this one submitted by Lawrence G. Villeneuve of the Bull's Eye Credit Union of Wisconsin Rapids, Wisconsin.

"We hear that Mr. Edward Filene, the Boston merchant prince, got quite a shock the other day. It seems he likes to walk through the toy department of his store, and not infrequently he gives a toy to some little child that takes his fancy. One afternoon he presented a handsome doll to a little girl with whom he had struck up a conversation, and waited, beaming, to see what she would say. The child's mother waited, too.

"What are you going to say to the gentleman?" she urged.

The dear looked at Mr. Filene firmly. "Charge it," she said."

First Prize \$5.00—to Mr. Villeneuve! The prize is still five (5) dollars.



# What About It?

Edited by THOMAS W. DOIG

What is it Worth to us?

What will it DO?

Belong to the League? I'm all in a stew!!

What kind of a loan?

What dividends pay?

Wire the answer—air-mail TODAY!!!

THE questions keep piling in. Bear in mind that, as I try to answer them we are none of us infallible; human beings are prone to err and we are very human and do our share of erring! If, in any given case, you don't like our answer just write in and we will give equal publicity to yours.

**FIRST QUESTION.** What will be the National dues for 1936 and did the National Board make any new rulings on (a) dues and (b) joining from states where there are no State leagues affiliated?

**ANSWER.** The National dues for 1936 are assessed on the basis of credit union membership as of December 31, 1935—at the rate of ten cents per such member. Two new rulings have been made, however; (1) the maximum dues paid by any State League (for its membership) is \$5,000. (2) A State League in figuring the national dues for any given State need not count in the membership of any of its member credit unions which for the last fiscal year paid an annual dividend of less than 3%. Furthermore it will be remembered that a credit union organized since last December 31 and a member of the State League pays no national dues. Answering the second part of the question the National By-Laws were so amended that two or more credit unions in a State in which there is no State League affiliated with the National Association may be admitted direct as a group and that, when their number equals ten, they shall be entitled to elect a National Director without organizing as a State League.

**SECOND QUESTION.** (From Mississippi.) Is it sufficient for the applicant for a loan to set forth on his loan application the following words: "I desire this loan for the following productive purpose" merely "to pay bills" or "to buy clothing"?

**ANSWER.** Unless the conditions surrounding making a loan are extremely unusual it would be entirely proper and sufficient for the applicant to set forth as the purpose of the loan "to pay bills" or "to buy clothing". It is the business of the credit union to provide greatly simplified credit facilities for its members.

**THIRD QUESTION.** (From Colorado.) Is it within the rights of the credit committee to approve a second loan where there is an unpaid balance on the previous loan if it is understood that this unpaid balance will be repaid from the new loan?

**ANSWER.** Yes. It is proper and accepted credit union practice that there should be only one loan outstanding from the credit union to a member at one time. However, let us suppose that a member several months ago borrowed \$100.00, owes a balance of \$50.00 and needs an additional \$50.00 cash. It would be proper for him to make an application for a new loan of \$100.00 and if the Credit Committee approves of this loan, he would repay the old balance of \$50.00, retaining the \$50.00 cash needed. This would result in increasing the balance due the credit union to \$100 and in giving the member the \$50.00 additional cash needed. This is a common and proper method of procedure in credit union operation.

**FOURTH QUESTION.** (We get this question very frequently.) How does my credit union go about joining the State League and the National Association?

**ANSWER.** If your credit union is located in a State where there is a League which is affiliated with the National Association contact the Managing Director (see outside back cover). Membership in such a State League carries with it automatically membership in the National Association. If your credit union is located in a State which has no State League affiliated with the National Association you should contact the Managing Director of the Credit Union National Association, Raiffeisen House, Madison, Wisconsin, direct.

**FIFTH QUESTION.** (Also from Colorado.) In what way could a credit union reduce the amount of money on deposit in the share account in case the money could not be put to work for a profitable rate of interest?

**ANSWER.** A credit union is organized for the purpose of rendering a service to its members, not for the purpose of producing a profit. Properly operated credit unions are not particularly interested in profits but rather in performing a social service for the members of the credit union. Credit unions in the United States have as yet taken over but a small portion of the personal loans business which they should eventually handle. I doubt if there are any credit unions in the United States which actually have surplus funds. It should be the business of credit unions to finance the purchase of all merchandise now bought on the installment plan by credit union members. This would require much more money than we have to date accumulated in the credit union movement. A credit union through its board of directors or at the annual meeting may and should limit the maximum amount which one person is permitted to deposit in the share account. If the limit was originally set too high, it can at any time be reduced, in which case the people who had invested most heavily in the credit union would be required to withdraw a portion of their savings. A credit union is a union for purposes of credit. It is not an investment union.

We are not interested particularly in members who invest large sums and look for a large return. We are interested in promoting thrift among the masses of people in the United States.

I repeat, however, that idle money means that most of your members are buying things on the installment plan on which they could save large sums of money if they were instead buying for cash and borrowing the money from the credit union. In other words you have a large unsatisfied loan demand and should be filling it. We must all wake up to this field.

**SIXTH QUESTION.** (From Oklahoma.) What is the correct way to rebate interest on loans made at a discount rate of 6% in case the borrower has repaid the loan before maturity?

**ANSWER.** I would suggest that the amount to be rebated be ascertained by computing interest on the loan from the time it was originally made until it had been paid, at the rate of 1% per month on the unpaid balance of the loan, at the beginning of each month, and that the amount of interest so computed be deducted from the amount discounted. The difference would be the proper amount of rebate. One per cent per month on unpaid balances is the equivalent of 5.9% discounted.

**SEVENTH QUESTION.** (From New York.)

Have you any advice to give us with regards to loans secured by chattel mortgages on automobiles, radios, washing machines, etc.?

**ANSWER.** Some credit unions seem to feel that it is improper for a credit union to accept a chattel mortgage as security for a loan, whereas, other credit unions rely entirely on chattel mortgages as security and do not accept the endorsement of a note as proper collateral. Either a chattel mortgage or note endorsement is good security for a credit union loan. It is the business of the credit union to reduce the high overhead cost of installment credit. If a member of a credit union, for example, wishes to buy a washing machine, which on the installment basis would cost as indicated \$150 plus 6% interest, and could obtain that machine for \$135 cash, it would be perfectly proper and the duty of the credit union to lend the individual \$135, or the entire cost of the machine, accepting as collateral for the loan either a chattel mortgage on the machine or handle the transaction through a sales contract.

This same principle should apply to the purchase of radios, vacuum cleaners, furniture, mechanical refrigeration, etc. According to the latest statistics obtainable, whenever an individual buys anything on the installment plan, except automobiles, he pays an interest rate of at least 20% per annum for the privilege of buying the article on the deferred payment plan. I know of one credit union which for the past seven years has had \$80,000 constantly outstanding on loans to members to finance the purchase of automobiles and this credit union has never had a loss from this type of loan. The rate of interest on these loans should be the usual 1% per month on the unpaid balance.

Any of the answers set forth above are of course subject to legal limitations set forth in the credit union law under which a particular credit union operates and subject also to any general laws applicable in such matters.

## Indiana's Able Manager



Grover A. Millett

We are also happy to introduce to BRIDGE readers the hustling manager of the Indiana Credit Union League. Address Mr. Millett at the League office, 926 North Pennsylvania, Indianapolis, for Indiana contact.



## The Heart of the Credit Union

In this section you will find those items which are designed to assist in credit union organization and operation and the promotion of our common cause.



## Second Annual Meeting

**T**HE Second Annual Meeting of the Board of Directors of the Credit Union National Association was held at Madison, Wisconsin, February 9, 10, 11, and 12. It included meetings of the Board, of the retiring Executive Committee, of the new Executive Committee and of the Cuna Mutual Board. During the sessions steps were also taken to incorporate the National Association as a corporation not for profit under the Wisconsin statutes and the printing and supply department as a Wisconsin Cooperative Society, under the designation the Cuna Supply Cooperative.

To dispose in the very beginning of the all absorbing question of the weather let us admit that Madison, Wisconsin, is not the ideal spot for a February meeting. Major Bowes in his recent Madison night described Madison (quoting some very important person whose name escapes me for the moment) as "the most beautiful small city in the world", to which allegation we subscribe even though it sounds a bit Chamber of Commerish; however, had the genial Major been among the thirty-six National Directors who were trying to fight their way to Madison on February 8th and 9th through the worst blizzard in the history of the Madison weather bureau—he might have said, "all right, all right," but I doubt it! Let it be recorded here that we had a terrible blizzard—that the thermometer lost all sense of decency and never once got above zero all the while the members of the National Board were here—that the elements conspired to break up our meetings and that we licked 'em good!

Whatever else may be said about the board of directors of the Credit Union National Association—no one can say we are not "rugged". Some of our board members were stranded in snow banks for eighteen hours; one man who was trying to get to the meeting spent thirty-six hours in a small railroad station in North Dakota! When, on Sunday morning the 9th, some nice lady reporter from a Milwaukee newspaper called me up and asked me as to "the geographical distribution of your board of directors", I was able from the wires and phone calls to locate twenty-two of them in twenty-two snow banks in stalled trains in all parts of the central northwest. Judge Wolfe, Chairman of the important Amendments Committee, wired from some small town that he was snowed in and recommended that, if we acted

in his absence, at least the by-laws be amended to place the annual meeting at Atlantic City in May by which time he "hoped to make it". One feller called me up at 3 A. M. on the 9th (I had gone to bed at 2 A. M.) to tell me his party was snowed in apparently for good at Stoughton, Wisconsin.

And yet note the following:

*Thirty-five directors from thirty states got through.*

Not one of them was out of sorts because of the delay and we had a most harmonious and a very constructive meeting.

Everyone of them got home safely—and we haven't even had one report of a resulting cold or any illness.

We amended the by-laws to bring the next meeting forward to the month of April and gave the Executive Committee the authority to determine the place. If left to a vote—I imagine the next meeting will be April 30th at Miami Beach!! Enough for the weather!

As the first business was a roll call this may be the right place to insert the names of the rugged immortals who braved the rigors of the worst winter in history to attend the meeting. The following National Board members were present:

Our Founder—Edward A. Filene, from the District of Columbia National Director Jutz, Alabama—Mr. Parker, Arizona—Miss Gartland, California—Mr. Moore, Colorado—Mr. Dodd, Connecticut—Mr. Moran, Florida—Mr. Gross, Georgia—Mr. Davis, Illinois—Mr. Holmes and Father Maguire, Indiana—Mr. Kaminsky, Iowa—Mr. Hutchins and Mr. Walz, Kansas—Mr. Van Sickle, Kentucky—Mr. Seibert, Louisiana—Mr. Moses, Maryland—Mr. Marquette, Massachusetts—Mr. Shanney, Michigan—Mr. Howell, Minnesota—Mr. Skorstad and Mr. Doig, Missouri—Mr. Hillebrandt and Mr. Rentfro, Nebraska—Mr. Orchard, New Jersey—Mr. Finlay, Ohio—Mr. Clarke, Oklahoma—Mr. Hoskins, Oregon—Mr. Zehrung, Rhode Island—Mr. Maynard, Tennessee—Mr. Triebe, Texas—Mr. Bergeron, Utah—Judge Wolfe, Virginia—Mr. Culbreth, Washington—Mr. Boberg, Wisconsin—Mr. Hyland.

There were present a total of thirty-six National Directors from thirty States, a showing of which we are almost insufferably proud. It is interesting to note that of the seven national directors not present, two—Directors Long of Illinois and Rhodes of North Carolina—were ill, Directors Brown of Mississippi and Pope of Missouri could not attend for business reasons. Only



Messrs. Hanemann of Pennsylvania and Ingram of Arkansas were not heard from. The Managing Director who is no longer a National Director was present and, by vote of the Board, allowed to participate in the discussions.

We were glad to welcome two new states—Florida and Connecticut and the following new members of the Board—Mr. Moran of Connecticut, Mr. Gross of Florida, Messrs. Holmes and Fr. Maguire of Illinois, Mr. Walz of Iowa, Mr. Jutz of the District of Columbia, Mr. Van Sickle of Kansas, Mr. Culbreth of Virginia and Mr. Triebe of Tennessee. All were formally introduced. In the absence of National Director Long of Illinois, the Managing Director of the Illinois Credit Union League, Joseph S. DeRamus, was seated in his place to participate in the discussions without vote.

A year ago at Kansas City our Founder, Edward A. Filene, was adverse to being elected our first President, but we prevailed upon him to take the position for a single year. This year when his term expired he felt strongly that the National Association should go forward with a leader chosen from the rank and file, and in obedience to his wishes this was done. Mr. Filene remains a member of the Executive Committee, a member of the National Board, and a member of the Cuna Mutual Board. He expressed himself both at the Madison Jamboree meeting and at the State Leagues which he has since visited as most enthusiastic over the work accomplished by CUNA the first year. We are most fortunate indeed that Mr. Filene has recovered from his recent illness. He has, we are sure, many, many years ahead when we will still have his inspired direction and guidance.

Managing Director, Roy F. Bergengren, in order to give the board complete freedom of action in the matter of reorganization for the year, resigned.

The election of officers followed and resulted as follows:

President—Claude E. Clarke of Ohio.

Vice Presidents—Benjamin F. Hillebrandt of Missouri, John L. Moore of California, Edward L. Shanney of Massachusetts, Hubert M. Rhodes of North Carolina, Presley D. Holmes of Illinois.

Treasurer—Charles G. Hyland of Wisconsin.

Clerk—Thomas W. Doig of Wisconsin.

Managing Director—Roy F. Bergengren of Wisconsin.

Mr. Doig resigned because of his duties which now require that all of his time be given to the direction of his Department and National Director Orchard was elected to fill the vacancy.

The first session was devoted largely to reports by the President, the Managing Director, the Cuna Mutual Society, the various departments having to do with printing and supplies, rural credit union study, bonds, BRIDGE publication, organization and contact, the Federal organization program, amendments to the by-laws, uniform chapter organization, dues collection and other allied subjects.

Morning and afternoon sessions were held on the 10th and the 11th. Directors lunched together at the Loraine on the 10th, participated in the Madison "Credit Union Jamboree" (see elsewhere in this issue) on the evening of the 10th and had a final dinner together at the Park Hotel on the evening of the 11th. The Executive Committee met at Raiffeisen House on the 9th and again on the 12th, lunching at the House on the 9th. The Cuna Mutual Board met at various times as opportunity offered.

After the Jamboree all members of the National Board adjourned to Raiffeisen House which was properly inspected from cellar to garret. It seemed to meet with general approval. One of the outstanding heroes of the meeting (there were many such) was Judge Wolfe of Utah who arrived after three nights on trains without consecutive sleep, took immediate direction of the hardest worked committee, sat up all night with it on the evening of the 10th and brought through successfully the amendments which were one of the most difficult features of the entire meeting.

We shall have first (within the month) a summary report of the meeting available for both the members of the National Board and for State Leagues on application.

We shall attempt next to summarize the work of the meetings.

Concluding this part of the account—I asked Tom after the meeting was over "Tom—what was the key-note—the most important single fact about the meeting?" Tom knew the answer as Tom generally does: "The key-note was stability; THE NATIONAL ASSOCIATION HAS ARRIVED AND IT IS HERE TO STAY!"



N. C. was sick—couldn't come

The most important single fact was that, while we had good debates and many honest differences of opinion, we were all of one mind that the National Association is a permanent organization; there was no sour note in the whole meeting." To that—a most solemn "Amen!"

### Amendments to the By-Laws

The by-laws of the Credit Union Na-

tional Association were amended in the following important particulars. Copies of the actual amendments will be ready for distribution just as soon as we have a chance to print them. (Speaking of printing—our business in February jumped from \$6,000 to \$8,000 and that department is right now extremely hard pressed



Georgia arrives

to keep up with orders.) Here is what we did, stripped of all technical language.

(A) Fixed the fiscal year to end with the last day of February each year.

(B) Fixed the annual meeting for April at such place as the Executive Committee may determine at least sixty days before the meeting. This means that the annual meetings hereafter will be held in the spring and in various parts of the country.

(C) Fixed representation on the National Board on credit union membership instead of numbers of credit unions. The new representation is one director from each member State League and, to a maximum of five, one additional director for each block of 15,000 credit union members or fraction thereof in member credit unions in any given State League as of the previous December 31st.

(D) Simplified affiliation by a credit union in a state which either has no State League or in which there is a State League which has had opportunity to affiliate but which has failed so to do. Any two or more credit unions in such a State may apply for direct admission and after there are ten such credit unions which have been admitted they may elect a National Director.

(E) Dues are henceforth payable in a single installment, payable May 1st of each year and delinquent the following August.

### Dues

Important changes were made in the dues schedule. While the rate was maintained at ten cents per credit union member as of the previous December 31st, in computing dues two new circumstances may be taken into account by a State League. (1) It need not figure in the membership total as a dues basis the members of any member credit union



which paid less than 3% dividends for its last fiscal year. That will be particularly helpful in the matter of new credit unions and a relatively few of the larger, old credit unions which have been having difficulty maintaining the usual dividend rate during the depression. (2) The maximum dues required of any State is \$5,000. This will assist states where the rapid membership increase has outstripped any fair proportional relationship to assets. Dues are now payable in one installment in May. The delinquency date is August.

### Organization and Contact

The most important report rendered at the National Board meeting had to do with the status of organization and contact. Thomas W. Doig has charge of this work for the National Association. His report involved an analysis of the status of the disaffected areas and of the specific things which were being done and which should be done at the meeting to assure complete cooperation in the National Association on the part of every credit union in the United States. He reported as to new leagues in Connecticut and Florida and the prospects for new leagues in North and South Dakota, Maine, West Virginia and New Hampshire. He reported that there are (at the time of the meeting) 4,225 credit unions in the United States with approximately a million members; that more credit unions had been organized in the United States since the office of the National Association was opened September 1st at Madison than during any previous year of the credit union movement. He reported as to dues collection which most important part of the National work has been in his charge.

He reasserted the faith of the National Association in operating principles maintained on the highest ethical standards and urged the continuance of the policy of support for the National Association exclusively by dues and the maintenance of the National Association as exclusively an organization for service.

### The Federal Credit Union Law

One of the most important and interesting reports received by the National board was from National Director Claude R. Orchard of Nebraska, Director of the Credit Union Section of the Farm Credit Administration. Mr. Orchard reported as to the building of his organization staff (see February BRIDGE) and the organization of the 1,000th Federal credit union. He told of the plans of the Department. The extraordinary record which the Federal credit unions are making under his direction is one of the most encouraging items in the whole credit union program. He is doing a very outstanding job.

### Auditing Committee Report

P. D. Holmes (President of the Illinois Credit Union League and National Director from Illinois) reported for the Auditing Committee. Mr. Holmes (see February BRIDGE) has been doing a service of extraordinary value in the matter of the accounting of the National Association, assisting in the establishment of a

better accounting system, etc. He also reported as to the accounts of the Cuna Mutual Society and the Printing and Supply Department.

### Rural Credit Union Committee

National Director Clifford O. Skorstad made a most interesting report for the Committee appointed to study rural credit unions. This subject will also be one of paramount importance in 1936. The Credit Union Section of the FCA has detailed Mr. Otto Wilson to a study of rural cooperative credit and Mr. Skorstad's Committee was continued. It is appreciated that there must be adjustments of the credit union to rural conditions, which must be based on a fact finding study. National Director McGuire of Illinois is also much interested in this subject and it is hoped that a plan of rural credit union will be worked out during 1936 which will be capable of broad application.

### Twentieth Century Fund

Our meeting was honored by the presence of Evans Clark, Director of the Twentieth Century Fund, Inc. The Fund has contributed a liberal subsidy to our work in the past and Mr. Clark was of great assistance during our deliberations, particularly in the matter of amendments of the by-laws, designed to accomplish closer cooperation in New York and Mas-

achusetts. The National Board voted to accept a subsidy of \$20,000 for the year 1936 with an expression of our appreciation to the Fund for its generosity and splendid cooperation. Mr. Clark frequently expressed himself as much impressed with the National Board and the way and manner in which the credit union development is going forward under the direction of the Credit Union National Association.

### Bonds

It was reported that CUNA has succeeded in reducing the rates on all treasurers' bonds from \$8 per \$1,000 of coverage to \$4 for faithful performance bonds

### Cuna Mutual Society

The state of the Cuna Mutual Society (handling borrower's protection insurance) is indicated by the financial statement included herewith. The Society is operating in thirty states and increasing its coverage about three-quarters of a million dollars monthly. It has caused a national reduction of the rates on borrower's protection of from eight to twenty cents per hundred dollars of coverage per month to a new standard rate of four and a half cents per month per hundred dollars of coverage per month. Earl Rentfro, Secretary in charge of its operations, made the report. Its operations will save for credit union members in the United States during the next twelve months much more than the total paid in national dues by all affiliated state leagues.



Cliff Skorstad brings Neal in

### Printing and Supply Department

Attention was called to the fact that this business has increased to a total of between \$7,000 and \$8,000 per month. We have therefore installed new machinery (see elsewhere in this issue) and reorganized the department in charge of Mr. Bert Beales, formerly Treasurer of the Macwhyte Credit Union. He also had charge of the printing department of the Macwhyte Company, using equipment very similar to that in use within our own printing and supply department. Under Mr. Beales' direction we hope the department will not only handle the bookkeeping forms business more and more efficiently

March, 1936

and at substantial savings but that it will also be in position shortly to print state league organs, new and better credit union publicity matter, all of the printing needed by the Cuna Mutual Society, the BRIDGE, etc. We are also in shape to give prices, etc., on special forms and to perform for credit unions all of the services of an adequate printing department. During the national meeting steps were taken to incorporate under the cooperative law of the State of Wisconsin the Cuna Supply Cooperative, a cooperative society which will consist of the State Leagues and operate the printing and supply department on a cooperative basis, returning all of the profits to the state leagues as patronage dividends based on the forms business from the states involved.

### A Central Purchasing Department

Plans were discussed and approved for a central purchasing department within the Cuna Supply Cooperative which will secure for credit unions the maximum



Marquette rolls one!

trade discounts on all credit union equipment—safes, adding machines, bookkeeping and tabulating machinery, etc., etc. We hope to have this department set up and operating so that all of the details can be supplied to BRIDGE readers in the April issue.

### Uniform Chapter By-Laws

The National Board discussed thoroughly the matter of a uniform form of Chapter organization on a National scale and retained the original committee (consisting of Mr. Leach of the St. Louis Chapter, Mr. Christie of the Kansas City Chapter, Mr. Hawkins of the Mason City Chapter, National Director Long of the Central Illinois Chapter and National Director Moore) directing the committee to complete a plan and to initiate it by organizing Chapters in accordance with its terms. It is anticipated that the development of Chapters will be a primary part of the 1936 program.

### Cuna Emerges

The first edition of CUNA Emerges has been distributed. The book has proved to be very popular, the edition (of 2,000 copies) being distributed between October and February. A second edition is contemplated. Because the National Association now owns the plates from which the book was printed (a) a very inexpensive second edition will be possible and (b) it will be possible to print work booklets from the plates at very low cost. The book made a small profit for the National Association. The second edition can be produced at such cost that it can be included with standard credit union bookkeeping equipment very inexpensively and also combined with the BRIDGE at a very attractive price.

### Incorporation of State Leagues

The National Board advises the incorporation of State Leagues, each under its particular state law, in order that they may constitute legal entities which will make it possible for them to be incorporated collectively under the Wisconsin law for cooperatives for the purpose of conducting the printing and supply business and eventually the BRIDGE on a cooperative basis, with surplus revenues reverting to the State Leagues.

### Central Banks

The National Board went on record in favor of amendments of State and Federal laws to permit interlending among credit unions and the establishment of central agencies of discount.

### Supplementary Auditing

The National Board went on record as favoring the establishment of a self sustaining supplementary auditing section which will cooperate in the audit of credit unions in states where the present state auditing is unsatisfactory or deficient. This will also be a primary 1936 activity.

### Copies of Financial Summaries Available

Any credit union member affiliated with a credit union which is a member of the Credit Union National Association is entitled at any time to receive (by addressing the Credit Union National Association, Raiffeisen House, Madison, Wisconsin) copies of the most recent monthly statements of the Credit Union National Association, the Cuna Mutual Society, the Printing and Supply Department (which will shortly be incorporated as the Cuna Supply Cooperative), the BRIDGE or any other department. Statements are prepared monthly and are always posted at the first of every month on the bulletin boards at Raiffeisen House. The National Association belongs to the credit union members who are affiliated with it and we invite close contact with its various activities.

### Votes at the Annual Meeting Other Than Routine

VOTED: that the Managing Director be seated with rights to participate in discussions but without vote.

VOTED: that in the absence of National Director Long of Illinois, Mr. Joseph S. DeRamus be seated in his place but without vote.

VOTED: that the Executive Committee be directed to cooperate directly and indirectly with the Twentieth Century Fund and all agencies interested in the plan of medical care.

VOTED: that the Executive Committee be directed to develop and carry on a definite plan to assure credit union financing as a substitute for installment buying.

VOTED: that the dues in the National Association shall be fixed at ten cents per year per credit union member, based on the membership of the credit union as of December 31, 1935, with maximum dues from any one State of five thousand dollars for this year, exempting any state from compulsory payment of dues for a credit union which paid to its members at the close of the last fiscal year a dividend of less than three percent.

VOTED: that the National Association accept the subsidy offered by the Twentieth Century Fund.

VOTED: that Mr. Hampton (of the Wisconsin State Banking Department) and Mr. Feller (President of the Minnesota Credit Union League) serve on the Auditing Committee with Mr. Holmes.

VOTED: that the Managing Director appoint a Committee composed of those who have had experience in handling rural



Haney puts one over

and rural community credit unions to meet within the next three months at the latest, at some point to be designated, and there discuss rural credit union problems and to definitely adopt a technique of organization and of development of rural credit unions.

VOTED: that it be the sense of the Directors that a central rediscount agency





Garfield digs California out!

be instituted and that the Managing Director be instructed to follow the best course to bring that to pass.

VOTED: to make the various amendments already listed and to continue the Amendments Committee.

VOTED: that at the next annual meeting the National Association will assume the expenses incidental thereto of not to exceed three directors from any one League.

VOTED: that the by-laws be reprinted as amended and copies thereof sent to each of the State Leagues and to each of their representatives on the National Board.

VOTED: that the National Board recommends to all credit unions that they pay not over a 6% dividend in any event and that it urge that not more than a 5% dividend be paid.

VOTED: that the matter of dues to a State League be referred to the Managing Director to be studied, the study to involve a recommendation.

VOTED: that the Secretary within sixty days supply a copy of all votes and within four months supply a complete stenographic transcript of the records of the meeting.

VOTED: that a central purchasing agency be established for those things which credit unions use in their business.

VOTED: that the National Board direct the Executive Committee to acquaint all disaffected areas with the results of our deliberations and to continue every reasonable effort to bring about an affiliation with this Association of not only all credit union leagues but also all individual credit unions not now affiliated.

VOTED: that the National Board recommend that the Executive Committee study the problems of compensation of credit union treasurers, managing directors of state leagues, personnel of state leagues and personnel of the Credit Union National Association and work out and recom-

mend salary schedules as the result of this study.

VOTED: that the Executive Committee draft and submit a Code of Ethics for the operation of credit unions, state leagues of credit unions and the National Association and submit the same to the National Board.

VOTED: that this Board go on record as being in favor of stimulating a factual study of the losses incidental to installment credit and that the Executive Committee be directed to make such a study and to contact the individual credit unions with the results thereof.

VOTED: that there be a Committee of three appointed by the President to co-operate with the Managing Director, appointed to study the possibilities of immediate action in the development of parish credit unions, the word "parish" being understood to include churches of all denominations.

VOTED: that the matter of celebrating Filene Day be turned over to the Executive Committee.

VOTED: that so much of the agenda for the next annual board meeting as can be prepared in advance be prepared, and forwarded to members of the National Board not later than thirty days in advance of the date of the meeting.

VOTED: that the National Board go on record as opposed to commissions and urge that no commissions be paid, directly or indirectly, to any credit union member or credit union employee for any service incidental to the operation of the credit union with which he is identified and that all compensation be by salary or wages.

### High Lights of the National Board Meeting as Reflected by Votes

Opposed to high dividends.

Opposed to commissions for services.

Approved the work of the Department of Organization and Contact, particularly

as regards dues collection and general national credit union promotion.

Approved the plans of the Federal Credit Union Section and heartily endorsed the splendid progress made to date.

In favor of a National Association financed by dues and dedicated to service.

In favor of cooperation for better forms of medical care.

In favor of fact finding study relative to rural credit union and intensive rural credit union promotion thereafter.

In favor of central agencies of discount and legislation necessarily incidental thereto.

In favor of a uniform plan of chapters and rapid extension of chapter organization.

In favor of rapid extension of parish credit unions.

In favor of a study of compensation of credit union managers, State League and National Association employees.

In favor of a central purchasing agency for credit union material.

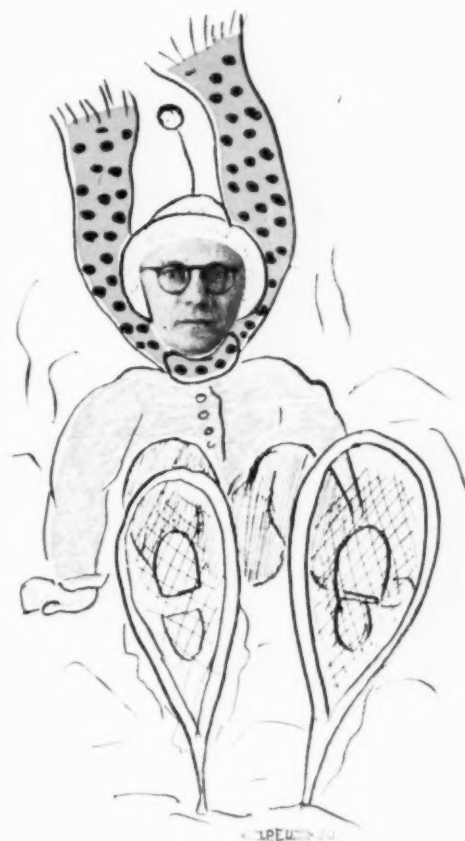
In favor of incorporating the state leagues under the Wisconsin Cooperative law for management and control of the printing and supply business.

In favor of cooperation in disaffected areas to assure complete coordination.

In favor of the adoption after careful preparation of a Code of Credit Union Ethics.

In favor of substituting credit union loans service for installment purchasing.

Approved the work of the Cuna Mutual Society and other activities of the National Association.



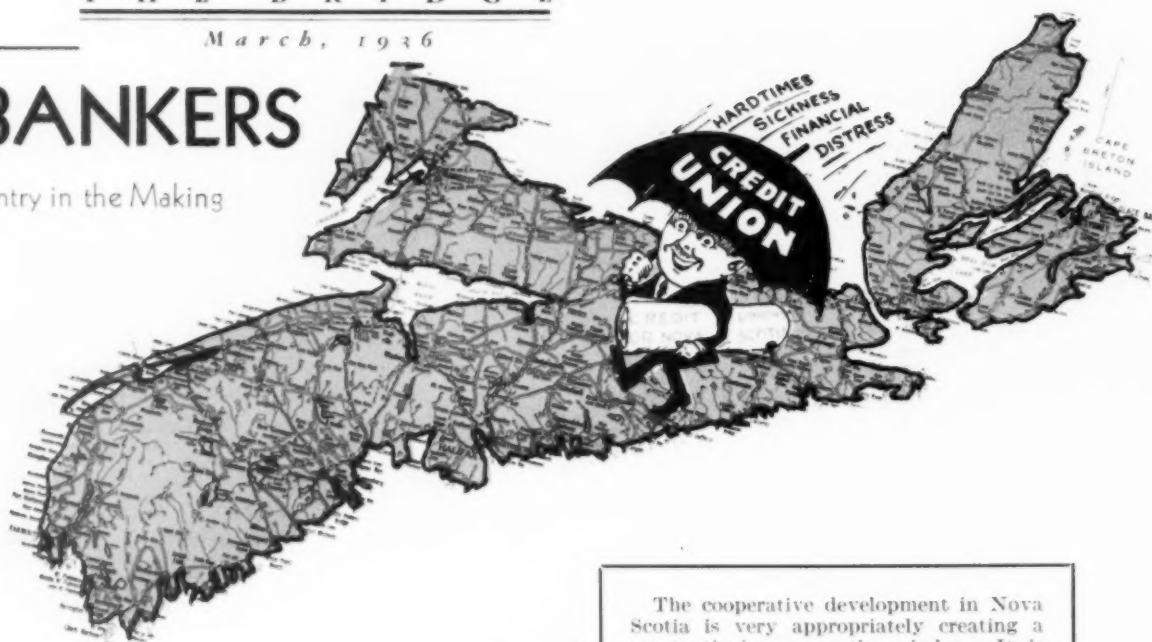
Eohberg drops in

March, 1936

# BLUENOSE BANKERS

Nova Scotia--A Cooperative Country in the Making

by A. B. MAC DONALD



"WE don't look much like bankers, do we?" grinned a tall, grimy miner, as he spat tobacco juice through the open window and placed another sawn board upon the rapidly growing partition that was to divide the old Coal Company pay office into pay office and miners' credit union quarters. He didn't, nor did his companions. But, as they measured, sawed, and hammered, another unit of a steadily growing organization took form. The words of an able recruiting officer, uttered four years previously, re-echoed in every hammer beat, "You can't conquer the world until you have conquered the world around you." Roy F. Bergengren, R. O., had done an excellent job.

There is romance and humour in the Nova Scotia tale of cooperative banking, dating back to September 1, 1931, when Mr. Bergengren addressed the St. F. X. University Rural and Industrial Conference. It was his first visit to Nova Scotia, a land blessed by Nature with beauty and bounty, cursed by man with loss and neglect of both. It was not wholly unlike Goldsmith's Ireland:

"Sunk are thy bowers in shapeless ruin all,  
And the long grass o'ertops the mouldering wall,

And trembling, shrinking from the spoiler's hand,  
Far, far away, thy children leave the land."

Although not exact, this was a truer picture of Nova Scotia than that found in government handbooks. It was a differ-

everywhere with harbours, surrounded with fisheries—the key of the St. Lawrence, the Bay of Fundy, and the West Indies; prime land above, one vast mineral bed beneath, and a climate over all temperate, pleasant and healthy. If that ain't enough for one place, it's a pity—that's all!"

It wasn't enough for one place. Nova Scotia's 550,400 people, made up mostly of English, Scotch, French and Irish, and settled over an area of 21,000 square miles—compare with Wisconsin's 3,000,000 people in an area of 56,000 square miles—needed more. They needed control. Gladly, then, was their inherited hospitality extended to him who would teach them one way to gain this control over their economic destiny.

The night of December 10, 1932, was a historic one in the annals of this land replete with lore and history. It was cold. A damp and bitter coldness chilled the erstwhile ardour of two staunch soldiers, crusaders in the cause of credit for the people. Struggling in the teeth of a north-east gale along the open four-mile stretch between Inverness Mines and the little village of Broad Cove, and hidden deeply in the folds of a borrowed fur coat, one exclaimed through chattering teeth, "Man, no one would leave their homes on a night like this. We..." A nasty bump in the snow-filled, frozen, rutted roadway turned his words to a groan. As they drew up to the little village schoolhouse, however, and saw the glow of a kerosene lamp from within, hope was revived. The old spirit soared to new heights as they entered and beheld a white-hot stove, and a fairly well filled school room. On that night Nova Scotia's first cooperative bank was organized. The Filene Credit Union, Broad Cove, Cape Breton, stands today a landmark in the country's history, and a monument to the spirit of men who sought to help their fellow men.

Since that night 45 such unions, with assets of over \$142,000, have been formed. The last report, May, 1935, shows a membership of 7,121, of whom 5,531 borrowed \$214,980.16 during the year. The largest, made up of the employees of the Dominion Steel and Coal Company, Sydney, C. B., Nova Scotia's foremost industrial plant,

The cooperative development in Nova Scotia is very appropriately creating a great stir in cooperative circles. It is being directed by the Division of Extension of St. Francis Xavier University at Antigonish. Two remarkable men have charge of it, Rev. M. M. Coady and A. B. MacDonald. These men are a great team and we are most fortunate to have this article by Mr. MacDonald. Nothing more significant is going on in the development of a better economic life for a whole people than the work now being carried forward so ably by Father Coady and Mr. MacDonald.—EDITOR.

has 863 members with assets of \$15,000. It was formed January 12, 1934. The Coady Credit Union, which financed its building and equipment program by chartering an excursion boat for several hundred miners and their families on a holiday cruise, loaned \$25,000 to its 711 members last year, while the New Waterford unit assisted 800 members to the extent of approximately \$32,000. Reserve Credit Union, a pioneer branch, which has recently extended its influence to the public school-room and taught 500 children to



Officers Coady Credit Union, New Aberdeen



The Princess Credit Union, Sidney Mines, converts a bar into a bank

ent one from Sam Slick's, Nova Scotia's noted judge, humorist, and writer of a hundred years ago: "I don't know what you'd ask; almost an island, indented

save \$150 in one month, loaned over \$17,000 to 290 borrowers during the past annum.

Miners, steel-workers, electricians, farmers, fishermen, school teachers, office workers, and lumbermen—all are learning the advantages of cooperative credit.

One community of 7,000, notorious at one time throughout the Province as the "bar town", has beheld the significant spectacle of a bar become a banker's desk. The story of water turned wine is scarcely less astounding than the modern miracle of beer become butter. For the squandered





Exterior of Coady Credit Union, New Aberdeen

cents are now savings; the bar-tender has been replaced by a treasurer, and a dual battle won.

These are not mushroom growths. Study clubs have buttressed every credit union. Their continued fruition has been assured by long months of study, by the spade work and fertilization of education. It is a slower process but the returns, in a steadier yield, in more enlightened co-operation and greater permanency, make the outlay of time and energy a very worthwhile investment. Education continues apace, and requests for credit union organization continue to increase. The latest have been from the fishermen of Meteghan, the far western end of the Province, as yet untouched; from the postal employees in the capital city of Halifax, one of the most conservative spots in this area, and from the Boiler Makers'

Union in the same city. There is as yet a wide area to be organized, including the Annapolis Valley apple orchardists, the majority of whom have their farms mortgaged, and whose crops are financed for the most part by credit from the banks, independent dealers, merchants, and speculators.

Indeed, the work is only begun. But among the healthy indications towards a full development and growth is the forma-



Credit Union at Florence

tion last summer of the Nova Scotia Credit Union League. Its president is Mr. A. S. MacIntyre, who, an unemployed miner, acted as chairman of the first credit union organization meeting in the industrial districts. He later became Field Secretary for the St. Francis Xavier University Extension Department, which position he now holds. The League is a federation of

all unions in the Province, formed for the purpose of advancing cooperative banking in a land whose epitaph might have been:

"Ill fares the land, to hastening woes a prey,

Where wealth accumulates, and men decay  
Princes and lords may flourish, or may fade;

A breath can make them, as a breath has made:

But a bold peasantry, their country's pride,

When once destroyed, can never be supplied."

Roy F. Bergengren, Honorary President of the League, did not come to Nova Scotia in vain. For each day we realize more fully that "you cannot conquer the world till you've conquered the world around you," and we work with that in mind.

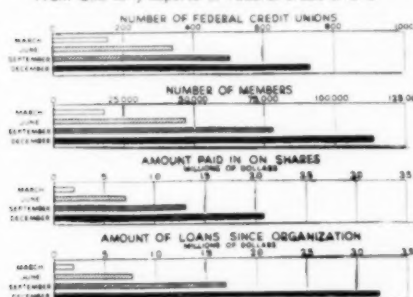


Headquarters--- Inverness Credit Union

## Splendid Federal Development

THE State law and the Federal law credit unions are brothers of the same father, both producing the same sort of credit unions and contributing equally to the great common objective—the democratizing of credit in the United States through cooperative action. We are very glad to have, just as we go to press, a copy of the March issue of Cooperative Saving with Federal Credit Unions, which is published monthly by the Credit Union Section of the Farm Credit Administration. We have the interesting and stimulating information that the examination of December reports of Federal credit unions shows \$2,080,000 saved by 113,600 members in 732 Federal credit unions (the number is now well over 1000) to that date. We are taking the liberty of reproducing herewith the chart indicating the nature of this extraordinary growth.

GROWTH OF FEDERAL CREDIT UNIONS. MEMBERS SAVINGS AND TOTAL LOANS. BY QUARTERS IN 1935  
From Quarterly Reports of Federal Credit Unions



There is an interesting article entitled, "Best Use of Surplus Funds is in Loans to Members". There are many other interesting articles and items of information and copy may be had on application from the Credit Union Section of the Farm Credit Administration, Washington, D. C. Ninety-two Federal credit unions were organized in February bringing the present total to 1,096.

The Credit Union Section is Managed by Claude R. Orchard, so long identified with the credit unions organized under over thirty of the State laws within Armour and Company. The law originated within the Credit Union National Extension Bureau and was drafted by the then Executive Secretary of the Bureau. Its purpose is to supplement the credit union development under State laws and to facilitate credit union organization, particularly in states where either there are no state laws or the state fees are excessive or the state laws defective. It is one of the most pleasing manifestations of the credit union development that the Federal credit unions are quite generally affiliating with the credit union leagues and the city chapters.

Mr. Orchard and C. E. Oldham of the Federal Credit Union Section made inspiring addresses at the recent annual meeting of the Illinois Credit Union League.

## Help Us Make a Code

IT HAS been several times suggested that there should be a Credit Union Code. By that is meant standard rules of conduct which, in printed form, would supply a new credit union with the basic principles on which typical credit union operation is predicated. For the credit union is *not* a profit business. It is a co-operative undertaking. "It is not for charity—not for profits—but for service", as the Missouri League well voiced our program. We seek a new national motivation. We are content to believe that the Brotherhood of Man is good business. So we ask *you* to help. Concentrate on just *one* article for our Code and send it in, being careful not to duplicate one already published. Out of all the articles submitted a code will be established. To start the ball rolling here is suggested—the first principle. Article I: Having *faith* that the masses of the people can evolve a better economic life—our first objective is to make money the servant of man.

## Cuna Mutual Notes

By EARL RENTRO

THAT Loan Protection is an honest answer to an urgent credit union need is evidenced by its rapid adoption all over the nation. The risk field created by the operation of credit unions is a credit union problem which could be met fairly, only by the credit unions themselves.

The CUNA Mutual Society has done in its field what credit unions have done in the field of consumer credit. It has "debunked" this form of insurance. In addition to that, credit union members stood to lose every economic gain made possible through credit union membership by "usurious" borrowers protection costs. The profit element and resulting high costs were rapidly making out of this service a more insidious racket than the most avaricious loan shark ever contemplated.

The record of claims paid by the CUNA Mutual Society disclosed some interesting information. Out of the first twenty-three, nine persons died from sickness, one by suicide, two by homicide, and eleven from automobile and other accidents. In other words, all but nine of these deaths might have been avoided.

What would happen if each one of the million credit union members would pledge himself and his dependents to religiously live up to a standard "safety" code?

It may be that credit union people eventually will give attention to thrift in preserving human life as well as in saving money.

DETROIT, MICHIGAN: Our Board of Directors has been discussing loan protection and the following question was raised: In case of the death of a member, could the CUNA Mutual Society collect the amount of the claim from co-signers or from the estate of the deceased member?

No. The only purpose of the CUNA Mutual Society is to relieve the Credit Union of the necessity of collecting the debt of the borrower, from co-signers or from the estate of the deceased member. In assuming this risk of indebtedness, the CUNA Mutual Society waives all rights of subrogation.

SALT LAKE CITY, UTAH: In the event losses would exceed the amount set aside to pay such losses, what assessments will be made by the CUNA Mutual Society?

Section 206.25 of the Wisconsin Insurance Laws states: "No life insurance company which transacts business in this state shall issue policies, the performance of which is contingent upon the payment of assessments or calls made upon its members."

## The Bridge Tender

THERE is a little house at the end of the BRIDGE designed to afford the Bridge Tender refuge both from the too hot sun of the summer mid-day and the arctic blasts of a late winter's afternoon. It is comfortable within and there the Bridge Tender holds court. There also he collects the tolls, for this BRIDGE is a toll BRIDGE. The charge is overly modest—fifty cents for an entire year of travel to and fro and should you chance to be one of those who have not yet paid toll—we modestly urge that you do so. Write the Bridge Tender, Raiffeisen House, Madison, Wisconsin and he will be glad to add your name to the list. And would you believe it the Bridge Tender tells me that already, a month after we christened the BRIDGE, over ten thousand have paid toll and passed across to the pleasant meadows and the busy marts beyond!

As I am walking home in the late afternoons I generally poke my head in at the little house at the end of the BRIDGE for a word with the benovolent sovereign, who presides therein. I found him there the other afternoon, talking as usual with some friends. He bade me pull up a chair and, having a few minutes to spare before my bus was due, I took the only vacant chair in the room. He's a polite feller—the Bridge Tender—and there was for a minute or two an interruption in the even flow of his discourse. "As you were saying!" says I finally. "As I was saying" says he gratefully (for the Bridge Tender does love to carry on) "they's people who always wants things to stay put once they get 'em put just the way they wants 'em! This business of stayin' put is called the 'status quo'. Now the feller who, in a fight, is sitting on the other feller's chest, he is apt to be for the 'status quo' and the feller who is supplyin' th' chest he's apt to be against it! It reminds me of a darky who liked big words and got to usin' th' words 'status quo' to apply to everythin'. It was 'status quo' this and 'status quo' that and finally another colored brother asked him "Sam", he says, "Sam you'se

MINNEAPOLIS, MINNESOTA: If a credit union wants coverage on all loans and makes no charge to the borrower, is it necessary to list the loans covered and figure service charges on each item?

No. It may be paid for as follows: The base rate for loan protection is \$.04½ per \$100 per month in advance, which figures about the same as \$.08½ per \$100 each month on unpaid balances. The total unpaid balances shows in the credit union financial statement under "loans". Therefore, all that would be required to obtain full coverage is a certified copy of the financial statement and a check by multiplying the amount in "loans" by .00085. This method of payment applies only in case the cost is paid by the credit union.



alwuz usin' that word 'statusquo': what do it mean?" "Status quo?" answered Sam, "Status Quo? Why that means—what a hell of a fix we am in!" "Now" continued the Bridge Tender, "the best way to look at this status quo business is from contact with just the every day things. Take th' trains. I recall my old father showin' me one day th' town records of the little town where we lived. Some radical feller had asked—way back it was—th' town fathers t'let him use th' Town Hall for a meetin' to discuss th' value of a proposed railroad. Now this happens to be a true story, believe it or not, Mr. Ripley! Th' fathers refused the petition indignantly and wrote right there in th' records where my father showed it t'me. 'Petition refused: had God intended man to rush about at the rate of eighteen miles an hour—God would have so provided!' "An' y'know" he went on "how they laughed at Fulton and hooted at th' first horseless carriage; it was th' old status quo party tryin' their darndest t'stop man from gettin' t'be more of a man an' less of a monkey!"

"It's a funny world" (he kept right on going and no one had the heart to interrupt him). "I got thinking of the status quo fellers the other day—Lincoln's birthday. Lincoln was a man of th' people; just a regular feller who understood you and me and all th' wrong things we do and th' poor thinkin' that gets us every so often and yet who knew that, for th' most part, we average fellers want t'think right and t'do right. Remember how Horace Greely pestered him all through the war—always telling Lincoln where he got off and belittlin' him and givin' him bad advice. I read in a book once how Greely bust in on Lincoln in his bed room one day. He was so gosh orful self important—Greely was—that allowin' the President a little privacy now and then never entered his head. 'I came' he bust out as soon as in th' room 'to tell you, Mr. President what we must do next if you are to go on successfully with this war!' 'You don't have to tell me' answered Lincoln patiently, 'I know what we must do next.' 'What!' exploded Greely. 'Well', said Lincoln calmly, 'first you must get out and next I must get on my pants before we can go anywhere successfully!' Lincoln wasn't for th' status quo! He found slavery and abolished it!"

Just then I heard the bus for Maple Bluff tooting outside and just made it!



## A Little Man With BIG NEWS!

THREE cheers and a double hooray!!! When I took my BRIDGE home last month I sez to the good wife, sez I: "Mother—here I am in a *real* BRIDGE—an honest-to-goodness BRIDGE, the kind of a BRIDGE every credit union member can be proud of and I wonder! Will there ever be another one? Ten thousand subscriptions! It can't be done! But—ain't it funny? The things that can't be done—*get did!!!* The credit union fellers felt about it just as I did. *They liked it!* And here we are—with ten thousand paid subscribers—the first division of an army of a hundred thousand! And will the "Little Man" strut his stuff?

You must have heard of Pillsbury Flour! There is a fine credit union of employees of this company at Minneapolis—Sheldon A. Gustavson is Treasurer of it. As of December 31 it had resources of \$20,550 with nearly 300 members.

Henry Murphy, President of the North Carolina Credit Union League, wrote me a letter the other day. Thanks, Henry! Two fine thoughts are contained in it. "Our North Carolina Credit Union League is solidly behind the Credit Union National Association and is proud to be affiliated . . . we welcome the return of the BRIDGE—put me down for a permanent subscription." Thanks again for that one!

In the January issue of the Michigan Credit Union News we find a fine article on the "Duties of the Credit Committee" and—am I blushing—does Editor Guenther say nice things about the BRIDGE "The BRIDGE will doubtless help to open the way toward the better order of society of which, since the dawn of civilization, men have dreamed." It notes that up to January 1st the Detroit Postal Credit Union had loaned \$863,815, with total losses of 11/100 of 1% in ten years.

Here's a neat statement from the Atlanta Postal Credit Union of Atlanta, Georgia, with resources of \$161,158 and 683 members. Congratulations, Mr. Davis.

Seventy-two teachers listed in the first annual statement of the Cedar Rapids (Iowa) Teachers' Credit Union.

The family druggist comes to the mike and speaks as follows in the December issue of THE APOTHECARY, official organ of the New England S. P. A.—Leavitt C. Parsons is speaking—"The Credit Union might be called a distillate of the banking system. *It is the essence of the best part of it . . . the credit union functions solely by cooperation. Its objective is service. It is one vehicle which has no front seat!*" One Hundred percent correct—and thanks, Mr. Parsons!



## THE SYMBOLISM OF THE LITTLE MAN

by TOM DOIG

EXAMINE carefully this picture of the little man under the umbrella. He is the symbol of the Credit Union movement. He is extending to you and to me a welcome to gather under his co-operative umbrella and thus accept shelter from a great deal of very wet economic thinking.

The contour of the umbrella represents a well rounded economic life, which protects against all of the evil results of usury and improper financial administration.

The covering spread over the ribs of this umbrella is made up of very fine silken threads, representing our individual Credit Unions. The ribs which support this silken texture represent the State Leagues of Credit Unions, and these ribs are bound together, strengthened and supported by the staff of the Credit Union National Association.

No single silken strand, no individual rib has sufficient spread, or sufficient power of resistance to protect the little man, who represents the mass of the American people, from the inclemency of the economic weather.

Even the entire mass of closely woven Credit Union threads would be of little use except as they are supported and held together by the State League ribs. The combination of the silk covering and supporting ribs would afford the little man slight comfort were it not for the sturdy Credit Union National Association staff.

One torn silken thread, one bent or broken rib might prove disastrous to the entire co-operative umbrella and cause the little man discomfort. You and I are responsible for safe-guarding those silken threads and ribs through the Credit Union National Association.

The Detroit Federal Credit Union has a very neat annual report. A letter from President John J. Sieger contained in the report indicates its splendid condition. Their slogan is a good one: "Consult the credit union first."

March in History—March 25, Maryland Day—March 2, Sam Houston Memorial Day (Texas)—March 30, Seward Day (Alaska) and Raiffeisen's birthday all over the credit union world. And don't forget that the British Evacuated Boston in that month early in the revolution. See elsewhere for the legend of the good Saint Patrick. We've been fooling ya! It's the influence of the University!!!

"The Federal Credit Union Section now has 19 field investigators who are prepared to give prompt assistance to groups anywhere in the United States desiring to form a credit union"; C. R. Orchard, Director, Federal Credit Union Section in the January issue of COOPERATIVE SAVING, which by the way, appeared in its very attractive new format in that issue. This issue quotes the late Sir Horace Plunkett: "The credit union idea is a discovery as important for the financial order of the world as steam was for the industrial order." We are glad to note in the same issue the appointment of F. O. Billings as Assistant Director.

The Allis-Chalmers Credit Union Messenger is a genuine hum-dinger! The various issues are most welcome at Raiffeisen House. This fine Wisconsin credit union is most loyal to the National Association.

Much good business of fine credit union articles recently in Toronto newspapers.

The STANOCOLAN (Baton Rouge, Louisiana) for January 23 has a fine story of the annual meeting of the Office Employees (Standard Oil Company) Credit Union.

# Howdy Gals

WELL, the boss didn't come right out and say so, but he musta liked this page a little bit last time because this time he said we could have TWO pages . . . two pages all to ourselves, Gals, ain't at some'pin'?

And I guess EVERYBODY liked the pecan cookie recipe last time on account of so many wrote in about it, so I'm going to give you another perfectly scrumptious recipe on this page, but first I have some grand stories to tell you.

I'll probably get skinned for telling the first one because it's about the boss's wife, and that man is so modest about not having his name in the public eye that he'd sign a fictitious name to his cheeks if he thought he could get away with it. But I'll fix THAT! I won't mention HIS name at all. I'll just mention his wife's name and she's a good sport and won't care. N'anyway, who's writing this page, anyway, me or the boss?

ANYWAY—his wife, who is Mrs. Roy Bergengren, has already done so much for the Credit Union movement that she holds an enviable position among Credit Union women, and even if she HADN'T done a lot personally, she'd still sorta have a position just because she's his wife. But that didn't suit the lady at all! Nossir! She wanted a position of her own, that she'd earned herself, just the same as Dora Maxwell and Louise McCarren and the others. In fact, she wanted to belong to the Founders' club—you know, that's the organization of people who have actually, personally, founded at least one Credit Union all by themselves?

So last month, without saying a word to anyone, not even the boss, she looked around Madison, where they live now, you know, and then she swooped down on Baron's, one of the three largest department stores in the city, and, just like THAT! she had a Baron's Credit Union going like a house afire. And then, not satisfied with THAT, she hopped over to Kessenich's, one of the two remaining large department stores, and in half a jiffy had THEM all organized.

Then she dusted off her hands and said, "Well, that's done!" and looked around for more worlds to conquer. But the boss began to snicker, the old meanie!

"Oh, no that isn't done!" he said. "Didn't you know that there is a new rule that every member of the Founders' Club MUST get 20 subscriptions to The Bridge?"

But Mrs. Bergengren never flicked a lash. She just gave him a steely look (sorta



like a dagger) and said, "Nossir, I DIDN'T know it. But I'll get 'em!"

And, believe it or not, but four days later she marched into his office and handed him the 20 subscriptions . . . and of all the 200 members of the Founders' Club, she, the newest member, was the very FIRST one to get her 20 subscriptions!

And THAT, gals, is what I call superb! (Elegant word for swell . . . I found it under the ssses in the dictionary.)



Oh yes, Mrs. Bergengren got one of her subscriptions from a friend of hers in Gloucester, Mass., where she used to live, and with this subscription came a note from her friend.

"I'll be delighted to subscribe to your new Bridge magazine," she wrote. "Anything to help my game! And I hope it will have a lot in it about contract. I'm pretty good at auction, but my contract is terrible!"



When I was a high school student down in Hot Springs, Arkansas and my best boy friend walked to school with me in the morning, when we got to the corner of the school grounds he went over to where the boys were and I joined the girls—so as not to be too conspicuous and get teased. But this morning, as I propelled the gasoline buggy along the street on my way to the office, a youth delivered his high-school-girl-friend to the front door of Central High school and then, while a gallery of a dozen or so loiterers on the steps looked unconcernedly on, put his arms around her and gave her three hearty and resounding kisses before he parted with her for the day. (Or is this age that's creeping on me?)



Silly: A family in Newcastle, Pa., argued all during dinner hour the other night whether a virtuoso was a good woman who plays the violin, or a woman who plays the violin good.



Dr. Dorothy Mendenhall, one of the leading child specialists in the country, her mother, and her grandmother were all married standing on the same spot in "The Old Stone House" at Talcotville, New York, which has been the family home for generations.



More "Women-Are-Queer" notes: Mrs. H. L. Potter was the first woman in Wisconsin to drive an automobile, formerly owned and flew her own airplanes, and has driven to California and back alone in a car ten times . . . but she is intensely afraid of canoes and won't even get in one.

Everyone knows, of course, that the Credit Union movement was founded by a man, Vater (or "Father") Raiffeisen in Germany . . . but what most people don't know is that it probably would never have lived and succeeded and grown



Amalie Raiffeisen

to world-wide proportions if it hadn't been for the endless, faithful devotion of a woman . . . Raiffeisen's daughter, Amalie, who would really be known as "The First Lady of the Credit Union".

Miss Raiffeisen was born August 2, 1846. When her father started his work for cooperative credit, he was almost blind and his daughter, who had already been of great comfort and help to him in his daily tasks, undertook much of the labor which was to mean the success of his new venture. She was his eyes, in other words.

She read to him. She wrote for him. She observed for him. She met people and made contacts for him. She travelled with him wherever he went, his devoted secretary, companion, and daughter, and until the day of his death, in 1888, she was scarcely ever separated from him a moment.

Amalie Raiffeisen was as convinced of the fundamental worth of cooperative credit as was her famous and brilliant, if somewhat crotchety, father, and her fine cooperation with the "good Father Raiffeisen" was of immeasurable value during those early years of struggle and difficulty.

Incidentally, Raiffeisen, although known generally as "Vater Raiffeisen", or the "good father", was not a priest. This title was bestowed upon him by the members of his societies who, in the pro-



cess of following his inspired leadership, came to love him.

Father and Daughter Raiffeisen, both illustrious in the same cause, now lie buried side by side in the little cemetery at Neuwied, equally honored by those who love them. The wife and mother is buried in a less conspicuous place in the family lot.

Amalie Raiffeisen, in short, symbolizes the fine group of credit union women who have done so much and are doing so much that there may be cooperative credit finally established for the service of the masses of people in America.

Speaking of both the Raiffeisens and the Bergengrens in the same breath makes me think of another good yarn.

When the Bergengrens, Ma, Pa, Roy and Daughter Dorothy, went to Germany several years ago, they wandered around over several countries and were feeling mighty pleased with themselves because they had been able to get along everywhere without really knowing any foreign languages. They were always able to find someone who could speak English, or they knew enough words of the language of whatever country they were in to make themselves understood—until they came to Germany.



Raiffeisen Monument at Neuwied

They were going down the Rhine river and came to the little town of Neuwied, where the Raiffeisens lived and are buried. They couldn't speak a word of German and they couldn't find anyone who could understand English, but they were determined not to go on without seeing the Raiffeisen monument and burial ground.

They looked up and down the line of taxi drivers waiting at the dock, then, picked out the most intelligent-looking one and approached him.

"Take us to the Raiffeisen monument," said Pa Bergengren.

The taxi driver looked blank.

"Raiffeisen — Raiffeisen — Raiffeisen!" repeated Mr. Bergengren emphatically, at the same time making motions with his hands to indicate a tall monument, until finally a light broke over the taxi man's face.

He ushered them into his cab, then, and drove them directly to the monument.

When they had finished with seeing that and wanted to go to the cemetery where the Raiffeisens are buried, Mr. Bergengren again resorted to sign language.

He repeated "Raiffeisen" over and over again, as he had done the first time, but this time he went through the motions of digging a hole in the ground and tossing the dirt to one side.

This didn't make any impression on the cabman, however, and so after a minute Mr. Bergengren thought of a new one. This time he pointed to the statute of Raiffeisen on top of the monument and then to the "hole" he had dug in the ground, and at the same time he took out his handkerchief and pretended to be crying.

The cab driver frowned in a perplexed way a moment and then he broke into a pleased smile. He understood what they wanted, and again he ushered them into the cab and took them directly to the proper cemetery.

This left just one other shrine which the Bergengrens wanted to see . . . the house which was the birthplace of Raiffeisen. But here Pa Bergengren drew the line. He wouldn't even try to think of the sign language for the occasion and, since neither Mrs. B., Roy or Dorothy had any bright ideas on the subject, the Bergengrens came back to America without seeing where the great man was born.

Aren't Women Queer Department: One day not long ago a woman called the Dane County Outdoor Relief office and said that she had some blankets to give them for some needy family. When a worker from the relief office called for the blankets, the woman gave her three beautiful new blankets.

"I found three blankets in my attic which were not in use," the woman explained, "and I thought that some poor family should be having the use of them. But, since they were my mother's blankets I couldn't bear the thought of parting with them—so I went down town and bought three new blankets to take their place and now my conscience won't hurt so much about those lying in the attic."

A few nights ago a young banker, a private secretary to a banker, and a woman writer were discussing taxes in a hamburger stand in Chicago while they devoured products of the place—and not one of them knew what part of a cent a mill was until the man who ran the hamburger stand told them. (Yes, you guessed it. I was the woman writer.)

And now I have just about enough space left for that recipe I promised. I hope you like it as well as my family does . . . but DON'T ask me where the name came from or what it means, because I don't know.



I know a woman here, Mrs. Ralph Axley, who says that her idea of luxury is never to have to wash another egg beater . . . just use 'em once and throw 'em away. What's your pet luxury?

### Heavenly Days

First you roll into fine crumbs a half pound of chocolate cookies . . . plain ones without icing.

Then you butter a spring form (which is one of those torte pans that you can take the sides off of, you know) or any pan that will be easy to get the cake out of, either whole or by cutting it in pieces and lifting it out with a pancake turner . . . which gives you an idea of what the cake is going to be like. After the pan is buttered, spread half of the cookie crumbs over the bottom of it so that it is completely covered.

Then dissolve two tablespoons (or two envelopes) of gelatin in one-half cup of cold water. Let this stand five minutes. Add one-half cup of boiling water and mix well. Let it cool, but not until it gets entirely cold and hard. If it DOES get hard, however, set the pan in another pan of warm water until it has melted somewhat again.

Then beat six egg whites very stiff in one bowl. Beat one pint of whipping cream very stiff in another bowl and then mix them together, folding but not beating. To this mixture add one-half cup of granulated sugar, a pinch of salt, one teaspoon of vanilla. Then add the gelatin mixture, which should be cool but still a liquid, to the cream and egg mixture, and fold in well. Keep mixing and folding for four or five minutes, until the gelatin has thoroughly cooled and begun to set with the cream, because it will settle to the bottom and form a tough crust if it isn't thoroughly mixed. Then pour the entire mixture into the spring form, or whatever pan you are using, cover the top evenly with the remaining half of the chocolate cookie crumbs, and let stand in the ice box for three hours or more.

If you use a spring form, remove the sides of the pan before cutting the cake and you can cut it just as you would an ordinary cake or pie. If you have no spring form and use an ordinary pan, use a shallow one, about an inch and a half deep, and then cut the cake in squares and remove it with a pancake turner.

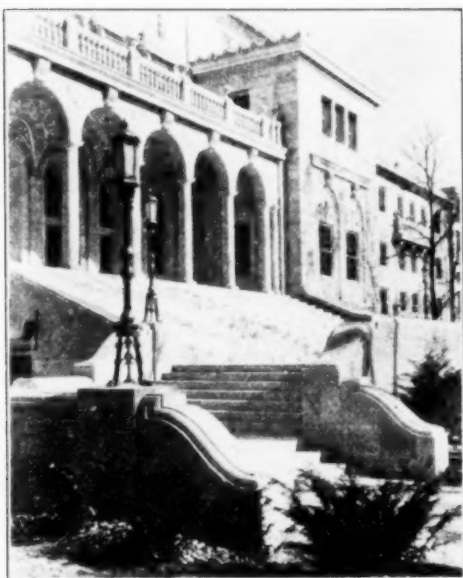
(Editors Note: That one sounds difficult but my wife says it isn't.)

## SPOT NEWS of the MONTH

There is no doubt as to the award of merit for the month. It goes by acclamation to the Board of Directors of the Credit Union National Association. Why? Because the second annual meeting was held at Madison, Wisconsin, on February 9, 10 and 11 in the midst of the worst blizzard in the history of Wisconsin. All day on Sunday, the 9th, phone calls and telegrams kept coming in. Claude Orchard and his good wife, National Directors Gross of Florida and Mose Davis of Georgia—were snowbound for eighteen hours in a day coach in a high drift at Stoughton, Wisconsin; Ben Hillebrandt wired in from a similar drift in which he was stalled at Fort Atkinson, Wis. One of the Board members froze his nose and some saw snow for the first time! Judge Wolfe from Salt Lake City had to be dug out and Van Sickel of Kansas was the last in, after hair raising adventures in the storm and so it went--thirty-six directors in thirty-six stalled trains in thirty-six snow banks. And yet we got together finally (see elsewhere in this issue) and had the finest, the most useful and productive credit union meeting on record. In self defense we did, however, amend the national by-laws to provide that next year we meet in April! Hats off to the National Board members. Can they take it? They can!







Where the Meeting was Held

THE first thought to be emphasized in this narrative is this. Madison is a city of approximately sixty thousand people. It has forty-three credit unions organized in a chapter. In December the Madison Chapter decided to entertain the National Board on February 10th. It was decided that the party would hardly be a success unless a thousand Madison credit union members were hosts—one thousand credit union members from forty-two credit unions in a city of sixty thousand. Think of it in terms of your city or district properly organized in an active chapter composed of the number of credit unions within your reach, when you do as well as has been done in Madison.

At the time of the December meeting, incidentally, there were only thirty credit unions in Madison. It was Al Gillett's idea (the genial Manager of the Madison Association of Commerce, who incidentally belongs to the Cuna Credit Union) that we "organize" at least a dozen more credit unions in Madison in honor of the National Board meeting!! And incidentally we did just that and presented the charters at the meeting! But I'm ahead of my story.

At the December Chapter meeting we set our goal at "a thousand hosts". There was some talk (not much) that it can't be done, but as the Bridge Tender says, "most of the things that can't be done, gets did if they's worth doin'".

We found that the largest hall in town is the Great Hall in the College Memorial Building, and that by adding a smaller hall in the same building we could accommodate nine hundred. Al began giving us publicity in the two very cooperative local newspapers. We gave all local credit unions tickets to sell, first reservations to have preference as regards location of tables. By that plan we got three hundred reservations the first three days.



## WE GET HOT IN A BLIZZARD

The Chapter also made a very wise decision relative to ticket costs and kept the price at sixty cents and decided it would be the "biggest sixty cents' worth ever." The habit (for it has become a habit) of charging from a dollar and up for a credit union dinner is a *very bad habit*. The value of these meetings lies primarily in getting the rank and file to attend them. The Management of the College Memorial Building gave us a fine dinner at a very low price.

Frequent Chapter meetings were held. It had not been anticipated that the coldest, toughest blizzard in Arctic history would arrive on the 9th. It made no difference, however. By six-thirty the ticket holders—about a thousand strong—began to assemble. The speakers' table occupied the stage and there were gathered Governor Philip F. LaFollette, Mayor James Law, our founder—Edward A. Filene, the President of the Chamber of Commerce, Don Anderson, Evans Clark of the Twentieth Century Fund, our new President, Claude E. Clarke, National Director from Ohio, and Wisconsin State Insurance Commissioner H. J. Mortensen. The brass band of the Oscar Mayer Company (forty pieces, all credit union members) played concert music while the hosts and the guests were assembling. Down the middle of Great Hall at a table decorated with gaily colored state pennants symbolic of every state in the union, the thirty-six members of the National Board sat together. In Tripp Hall, three hundred additional diners ate together and in a third dining room members of the very outstanding University of Wisconsin Glee Club had dinner prior to a delightful concert which immediately followed the dinner. Trick hats, noise makers, false whiskers, confetti and streamers had been liberally distributed and added lots to the fun as we went along. I wrote in the February Bridge of the Christmas party at Raiffeisen House. We caught the same spirit, intensified, at the February 10th celebration. From the start of it to the finish of it there was the snap and thrill of the Fourth of July combined with the high good cheer of Christmas. Al Gillett led

audience laughed and cheered and the Great Hall caught up the spirit of it all in its very rafters until at the climax of it—as one of the distinguished guests said to me looking out over the great audience—"Here is the symbol of something new—something fine—something tremendously hopeful."

There were modest presentations—just to show our appreciation to Mr. Gillett—to Mr. George Keachie who has done so much to make Raiffeisen House a fine office—to Gordon Ohnhaus, President of the Madison Chapter—and, of course, to Mr. Filene. The boys from the



Gordon Ohnhaus

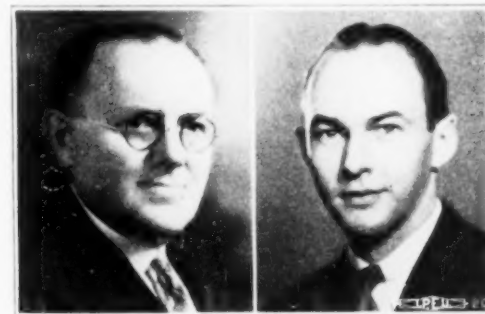
United States Forest Products Laboratory hit a high note by presenting Mr. Filene with an enormous gavel which looked as though it weighed a ton and was really extremely light being composed of Balsa wood. And then we had "speaking pieces"—and such pieces. Mayor Law made a neat speech of welcome and Governor LaFollette an address which rang with the deep, sincere and intelligent liberalism which is the heritage of the LaFollette family. Mr. Filene contributed a thoughtful address, and all speeches were enthusiastically received. For the University, Professor C. D. Cool made the hit of the evening with a speech so packed with fun that he had the whole thousand of us threatening mass hysterics. At the end (and it was a long party) President Clarke presented certificates to the new credit unions—all twelve of 'em. After the meeting all the members of the National Board adjourned to Raiffeisen House for a most satisfactory inspection of the National office.

On February 10, 1936, "we Madisonians" proved that warm hearts can lick a blizzard!

These pictures came in too late for the February Bridge but were most welcome



the singing and the cheering as 'twas never done before. The band—the Glee Club—the marimba soloist—the fine singer from Sun Prairie—Professor Humphrey and his tuneful saw—every bit of the entertainment was splendid. And the



This one introduces C. A. Andrus of Seattle, Co-Managing Director of the Washington State Credit Union League. And here we have the new National Director from Virginia, Harry Culbreth of Richmond.

# OUR CONSTITUTION



UCH is being written these days about the Constitution of the United States—whether the fathers, inspired by some supernatural guidance devised a Constitution for the United States which would serve unaltered for all time or whether in fact they expected that changing times and changing circumstances would call for a constant evolutionary amending process. It is a general principle of law interpretation that any instrument should be interpreted as nearly as possible by what those who drafted it intended. This can be determined most effectively from a study of the Convention which drafted the instrument and, in the case of the Constitution of the United States, by the debates of the various conventions which ratified it. Obviously the original document was not perfect. It compromised for example on the question of slavery after two of the original colonies refused to ratify unless the legality of slavery was recognized. This compromise postponed for over a half century the final determination of this issue by one of the most prolonged and bloody civil wars in history. At the time of the Massachusetts ratifying convention the whole issue of ratification was in doubt. Virginia was waiting until Massachusetts should decide and my memory is that in a Convention in which there were nearly four hundred delegates Massachusetts ratified by a majority of less than ten votes, so very close was the issue. I have read much about the Constitution particularly from original sources and it was clearly the original intent that the Constitution would be amended from time to time as changing times and conditions made amendment rational and necessary. Sometimes we forget that it took Franklin over sixty days to get back from Paris after the Revolution.

This article, however, has to do with another Constitution—the Constitution of the Credit Union National Association. It has already become a historical document and is the most prized of the many prized possessions at Raiffeisen House.

There are many interesting things at Raiffeisen House. We have, for example, a progress map 23 feet by 12. It is in colors and contains the whole credit union story. Then there is the pen with which President Roosevelt signed the Federal credit union law and the fine Raiffeisen and Filene pictures. We have

the original credit union cartoon, made by McCauley a quarter of a century ago, and many other things which will interest you when you come to Madison next summer (as you surely will do when our snows have gone and our beautiful lakes are freed from their bondage of ice and restored to their beauty by the Spring). But the archives copy of the Constitution and By-laws is our proudest possession. You will recall that it is printed on parchment and bound in red morocco. Harold Winchester, one of the New York League directors at the Estes Park Conference, not only had the honor of being the first to sign it, he also volunteered to have the archives copy prepared and we owe it to him. I had quite a job at Estes Park getting a sheet of parchment for the signatures but succeeded in doing so finally, locating it in a little print shop in a mountain village near Estes Park. At Raiffeisen House we keep the Constitution in a glass case, backed by a silk American flag and mounted on an appropriate stand. We are very happy to give you an idea in this issue of the BRIDGE of just how it looks.

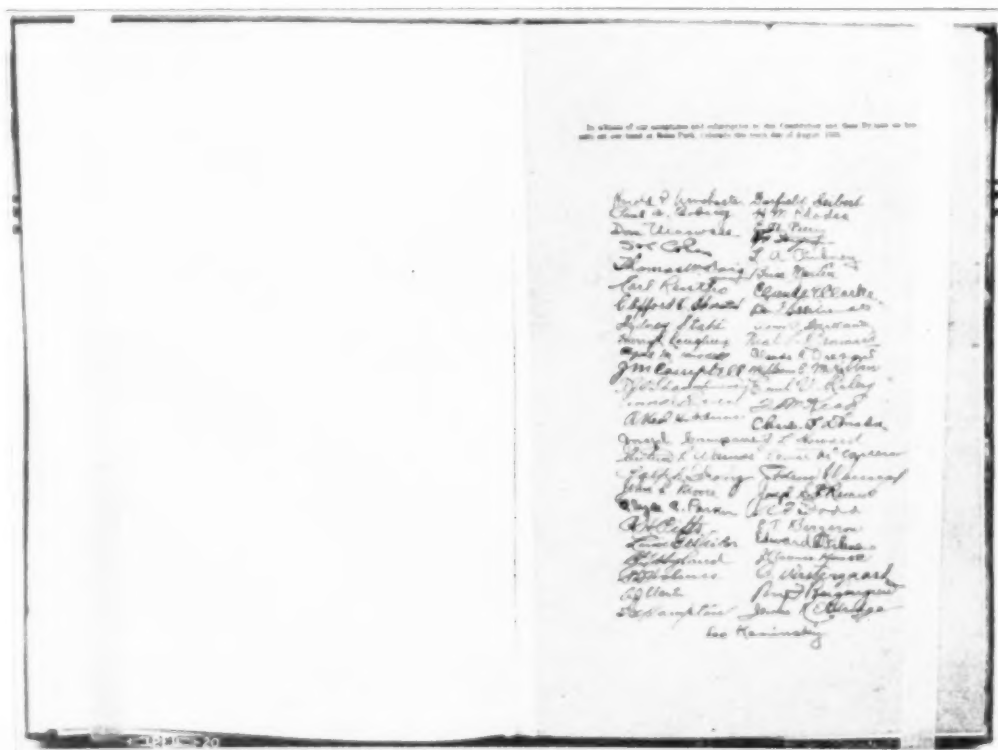
Raiffeisen House is the Heart of the Credit Union. If you visit us we will do



Our Constitution

everything in our power to show you just how the heart beats to keep alive, alert, vigilant and ever pressing forward—the credit union movement in the United States.

And those who signed our Constitution—who were privileged to sign it—will one day be proud that they took part in this historic ceremony which makes August 10 a day apart in the credit union calendar—Constitution Day—the birthday of the Credit Union National Association.



The Signers



March, 1936

# The GREATEST THRILL

THIS business of getting the BRIDGE started has been full of thrills. And when I say "thrills" I mean *thrills* and I am not easily thrilled. We have tried to do a great many things for the credit union movement. In the beginning we got the laws and some credit unions forget that they owe their very existence to the expenditure of vast sums of money and human effort which resulted in the needed legislation and the required organization service. Then we got the Federal law which has produced over a thousand credit unions already. Then came the National Association—the printing department (started on borrowed money), the Cuna Mutual Society (also started on borrowed money), the substitution of a decent bond rate for the too high rates we were being charged and so we unfold one service after another, but the BRIDGE—ah, there was something closer than all else to the editorial heart. We wanted the BRIDGE because it will bind the whole credit union movement together. We found that it was going to cost a lot for editorial and other services to get it going. Again we decided to load on another job, to work nights at it, to get a BRIDGE out without any additional personnel and to take a chance. We figured the smallest



Cliff Skorstad

number of subscriptions which would give us a start and placed it at 10,000. Gosh—but that sounded like a lot of subscriptions! We sent out 25,000 copies of the first issue and waited for results. They began to dribble in. Then the National Board met and the members pledged themselves to help. Cliff Skorstad pledged for Minnesota 1,000. In two days he wired in that he had 1,500 and was raising his pledge to 3,000! We passed that wire on to the other national board members and it helped materially. Never have we had such a response to anything we have done. Never have we had such letters. Never have so many people who really understand what they are talking about commended anything we have done. We have been flooded—literally. Two days we got 1,000 and thought that was the extreme limit. The next day (March 2) we got 1,156 in a single day and thought that we had gone beyond the limit. The next day we went over 1,200 and on that day I GOT THE GREATEST THRILL I EVER DID GET, a check for \$589.50 covering 1,179 subscriptions from one credit union—I repeat, 1,179 of 'em all at one time and all together—the members of the City and County Employees Credit Union of Saint Paul, a result of the splendid spirit of cooperation of the credit union's fine board of directors. We reproduce herewith a photograph of the check and the very fine resolution which accompanied

it. We reproduce also Mr. Feller's letter and a picture of Cliff who so typifies the men and women in the credit union movement who have given us such extraordinary support in this effort.

As editor of the BRIDGE—all that I can say is thanks from the bottom of my heart and to each and every member of the City and County Credit Union of St. Paul—my hat is off! There have been those among the credit unions who have told me of their feeling of appreciation for what little I have been able to do for the credit union movement during the past fifteen years. If you ever owed me anything consider

this a receipt in full. Credit Union members everywhere have repaid me a thousand fold by your prompt and enthusiastic response to the appeal—that the BRIDGE be put across. It is across, it will bear its load and it will endure. That is my compact with you!

GEORGE A. SHEAHAN  
President

New City Hall &amp; Court House

ORGANIZED 1925  
Operating Under Supervision of the  
State of Minnesota Banking DepartmentH. M. HACKNER  
Vice-President

## City and County Employees Credit Union of Saint Paul

"HELP EACH OTHER TO HELP THEMSELVES"

ADDRESS ALL COMMUNICATIONS TO  
GEORGE F. FELLER, Secretary and Treasurer  
ROOM 445 CITY HALL

SAINT PAUL, MINN.

March 3, 1936

Mr. Roy F. Bergensgren, Editor  
The Bridge  
Reifeisen House  
Madison, Wisconsin

Dear Sir:

Herewith enclosed find check, subscription list and a copy of Resolution adopted by our Board which is all self-explanatory. The City & County Employees Credit Union of St. Paul has subscribed 100 per cent, feeling it our duty and in the spirit of co-operation.

We want "The Bridge" to go over in a big way, for it is the only comprehensive medium through which our members can become acquainted with the objectives and purposes of the Credit Union movement.

Our membership, we feel, will profit, for "The Bridge" will bring to them valuable information that otherwise would not be available.

Yours very truly,

Treasurer.

To The FIRST NATIONAL BANK		CITY & COUNTY EMPLOYEES CREDIT UNION		N <sup>o</sup> 16323	
22-4 Saint Paul, Minnesota 22-1				Saint Paul, Minn., FEB 29 1936, 193	
PAY TO THE ORDER OF		The Bridge		\$589.50	
		CREDIT UNION		589 and 50cts	
				DOLLARS	
To 1179 Subscriptions as per resolution dated February 20, 1936.					
No. Undivided earning Account					
		CITY & COUNTY EMPLOYEES CREDIT UNION			
		By  Treasurer			
		By  President			



## News of the Founders' Club

The recruits keep coming in and we are happy to introduce the new brethren listed below. Be sure we all remember the rules. To become a member one must (1) be a member of a credit union; (2) of his own initiative either organize a new credit union or do all the preliminary work and assist at the organization meeting, and (3) apply for membership in a letter supplying us with the name of the new credit union and the name also of your own credit union. We are waiting confidently to see how members will react to our plea for help with BRIDGE subscriptions. We are asking each member to give us twenty (20) subscriptions. We are already getting some returns. My wife (a recent member of the Club by virtue of two new credit unions which she organized from soup to nuts) was first in with twenty-four subscribers. Then Emil Riley came in with twenty-four and we have several others, proving that it can be done. *The Founders' Club should be our "shock troops," first to help the credit union every way it needs help.* Right now the BRIDGE needs help most. So send 'em in! Now for the initiates:

Ladies and Gentlemen of the Initiary Class—front and center—to receive your official numbers. Unless I have the letters mixed up you enumerate in the following order. High number in the last BRIDGE was 239. We greet the following initiates:

240—Brother G. M. Graham, of Niles, Michigan

241—Sister Betty Corliss of Kansas City, Missouri

242—Brother J. H. Faulkner of Detroit, Michigan

243—Brother Ervin Kienbaum of Detroit, Michigan

244—Brother Charles D. Winslow of Grand Rapids, Michigan

245—Brother S. S. Warren of Sycamore, Illinois

246—Sister Gladys B. Bergengren of Madison, Wisconsin

247—Brother Clyde W. Mueller of Green Bay, Wisconsin

248—Brother J. M. Mariga of Chicago, Illinois

Brother Graham is connected with a credit union at the Kawneer Company and bases his claim to membership on the organization of the French Paper Company Employees Credit Union. Betty Corliss, long the efficient office manager of the Missouri League, organized the Berkson's Credit Union and belongs to the central credit union of the Missouri League. J. H. Faulkner

organized the Timken-Detroit Credit Union. He belongs to the Union Belt Credit Union. Ervin Kienbaum, Treasurer of the Ferndale Teachers Credit Union, helped to organize the Royal Oak Teachers Credit Union, the Grossepointe Teachers Credit Union and more recently the Ferndale Municipal Employees Credit Union. Charles D. Winslow organized the Grand Rapids Municipal Employees Credit Union and belongs to the Police Credit Union. S. S. Warren of the credit union at the Sycamore (Illinois) Post-office (the DeKalb County Postal Employees Credit Union, of which he is treasurer) organized the Sycamore Community Credit Union. After organizing the Baron Brothers Credit Union at Madison, Wisconsin (from soup to nuts and without any help from anybody) and then performing a similar service which resulted in the Kessenich's Credit Union (also in Madison) Gladys B. Bergengren applied for membership in the Founders' Club and immediately went forth and got 24 subscriptions to the BRIDGE.

Clyde M. Mueller of the Kraft Credit Union of Green Bay, Wisconsin, organized the Pabst-ett Corp. Credit Union at Plymouth, Wisconsin, and Mr. J. M. Mariga of the C. & N. W. Credit Union organized several credit unions on the Northwestern. He brings the class up to date. Welcome all and to each and everyone many, many thanks for all that you have done for credit union promotion.

Wait a minute! Here's some more fellers!

No. 249—Brother F. H. Huseby of Kansas City, Missouri

No. 250—Brother John Q. Hansen of Appleton, Wisconsin

No. 251—Brother Joseph E. Blomgren of Eau Claire, Wisconsin

No. 252—Brother W. G. Koehne of Anoka, Minnesota

We hasten to bid this worthy quartet thrice welcome!

Mr. Huseby is a member of the H. D. Lee Employees Credit Union and comes in by participating in the organization of the Four Square Credit Union of Kansas City. In a particularly nice letter of February 21 he has this to say for which we say "thanks a lot". "The BRIDGE is wonderful and will bring many of us to a deeper realization of what you folks in Madison are doing . . . here is hoping the BRIDGE will be perpetuated and that it will add strength by creating enthusiasm." He adds a nice word about the Editor, which said kind word is appreciated. Incidentally the BRIDGE has evoked more kind and cooperative and stimulating and helpful letters than has any other activity of the National Association. Mr. Hansen is associated with a credit union at the Tuttle Press and organized recently the Scolding Locks Credit Union, while Mr. Blomgren, with five credit unions to his credit, comes in through the Oldsmakers Federal Credit Union of Lansing. He is now associated with Mr. Orchard in the Federal Credit Union Section. Finally we have Brother Koehne of Anoka, Minnesota. I have a

notion that he is entitled to a much smaller number. He should have been admitted long ago but sometimes things pile up here so that applications and letters get misplaced for awhile. Anyway we are glad to welcome him. He is a member of the Federal Cartridge Credit Union. He wrote us way back in August 1935 about his eligibility and we sure are sorry the letter got away from us. He helped organize a credit union at the Arrowhead Steel Products Company at Minneapolis and we are glad to rectify our error.

And that brings us to the end of March—and we'll be seeing you between showers in April!

NOTE: We have a wail from the Founder (see cut at the head of this Department). He has just learned that the Bridge Tender has been to tailor Joe Stern for a brand new suit and he's jealous. He wants to show his Sunday clothes and we may have to accommodate him before long. —Editor.

Wait another minute!

Hold the presses!!

Here's some more—knocking on the door!

Just in time for the ferry!

Kirchner and Schroeder and just one more!

Mister Memphis Kemba Berry!!!

GOSH but aren't we ever going to get the Founders' Club straightened out!

We ran out of pins and then we ran out of membership cards and then some of the applications got into the wrong file! But I'm blaming it onto the Circulation Department and that Department blames it onto the Advertising Department and they say that the Editorial Department is to blame. I guess all three of me has got to admit it's my error!

But it's never too late to mend!

Soooooooo—here's Brother Harold H. Schroeder of the Akron Telephone Employees Credit Union, Inc., who has ten credit unions to his credit and comes in by way of the Ohio Telephone Employees Credit Union. If each credit union member in the United States would do what Mr. Schroeder has done—there would be ten million more credit unions!

Next we have Brother L. W. Kirchner of Chicago. He belongs to one of the pioneer Illinois Credit Unions—at the Horder Company in Chicago. He organized the Strom Steel Ball Credit Union in January, 1934, and has been thinking over this Founders' Club business ever since. Thrice welcome, Mr. Kirchner!

Finally, and this must be finally because we really have got to put this BRIDGE to bed (technical expression among us publishers indicating—on the press) and this is the final, last curtain. The curtain falls in a blaze of glory because E. H. Berry of the Kemba Credit Union at Memphis, Tennessee, has long been one of our Tennessee stalwarts and has helped us a whole lot in innumerable ways. He organized the HOLC Credit Union at Memphis last year.

Good-night, ladies and gents; this is positively the last end!!



## A Truly Great Address

NOW that we are sure of continuous publication it is possible to supply in the BRIDGE in sections (so that we will have the whole of it in three issues) any truly great utterance on basic credit union conceptions. Our Founders' speech at the California League meeting on February 22nd was such an utterance. I have read and enjoyed and profited by many of Mr. Filene's credit union addresses. The California speech is, in my judgment the best of his many valuable contributions to credit union thinking. Mr. Filene is no longer our President. He is, however, the one superior officer even of the President! He is, for all time, by our Constitution and By-laws, the Founder of the Credit Union National Association. We have been reading over the California speech in an attempt to condense it but the whole thing is too good for that. Instead we are dividing it into three parts and it will appear in the March, April and May issues. Keep these issues and after reading each part of the speech, read the whole over carefully and consecutively. It should be (and will be) preserved as a part of our heritage of good credit union thinking. It was delivered as noted at the California Credit Union League meeting at Sacramento, California on February 22, 1936. Here is the first third.

"My Friends:

It seems very appropriate that the credit unionists of California should meet for business on Washington's Birthday.

We Americans all reverence Washington as the Father of our Country. But he is more than that. Every Nation has its legendary hero, but few of them have little significance excepting to the people within that Nation's borders. The name of George Washington, however, is rightly held in reverence by lovers of liberty throughout the whole world.

We may think primarily of Washington as the great patriot whose genius and devotion enabled the American colonists to throw off the British yoke. Many a Nation, however, before and since the American Revolution, has thrown off a foreign yoke and still failed to achieve much liberty. For liberty, necessary as it may be to fight for it, can never be achieved by mere fighting.

To achieve National independence, it has historically been necessary to organize a war for independence; but to achieve liberty, it is necessary to organize for liberty and that necessitates the use of very different tactics. Conquering heroes are not likely to understand this. Too often, they have applied the tactics of war to the problems of peace. Washington made no such mistake.

It may yet be the verdict of history that George Washington's greatest contribution to his country was not the winning of the Revolutionary War. Another military genius might have arisen to accomplish that; but we may well ask whether anyone but Washington could have held these mutually jealous colonies together, and conciliated the bitter leaders of the many bitter factions which were inevitably struggling for dominance, until the American people could come to realize that they were one people.

Imagine a President, for instance, who could have both Alexander Hamilton and Thomas Jefferson in the same cabinet at the same time, and get results from both. I don't pretend to know how he did it; but one who makes any study of those troubled times must realize the greatness of such statesmanship.

Washington, in war, was one hundred per cent partisan, and fought the enemy with every resource at his command. But Washington, in

(Continued on next page)

## And Here's Another SUBSCRIPTION BLANK

We're at the beginning—of this bridge building business.

The goal? Let's start shooting at 100,000 subscribers. The Nation's Business (official publication of the Chamber of Commerce of the United States) has 250,000 subscribers; we should do as well eventually. For now—10,000 more to add to the original 10,000 and at least 30,000 for the year.

So this subscription blank is for your friends.

What greater kindness could you render a feller than to get him to subscribe to the BRIDGE? And perhaps YOUR CREDIT UNION hasn't subscribed yet for its Board and Committee members. One credit union treasurer writes: "Our credit union is paying for enough copies for our Directors and Officers and it's the best investment we will make this year!" Hundreds of credit unions have done that!

The single blank is for a single subscription at \$1.00 for a year.

The other blank is for ten subscriptions in which event the price is fifty cents per subscription for the year. In either case fill in the blank, cut it out and mail it with the money to The BRIDGE, Raiffeisen House, Madison, Wisconsin. Thanks!



To the BRIDGE:

Raiffeisen House, Madison, Wisconsin

I want the BRIDGE! Herewith I enclose one dollar which is my toll charge entitling me to twelve issues.

Name.....

Address (Street).....

(City).....(State).....

Or if you have ten subscriptions (whereupon the toll is reduced to fifty cents each) or you want it sent to your board, committees, etc., use this one:

We want the BRIDGE! We enclose toll at the rate of fifty cents each for which send it to the following for one year beginning.....

Name Address (Street) (City) (State)

1.....

2.....

3.....

4.....

5.....

6.....

7.....

8.....

9.....

10.....

On to 20,000! Keep Shouting it with SUBSCRIPTIONS!

THE CUNA MUTUAL SOCIETY (composed exclusively of the credit union members who make use of it, offering borrowers protection insurance to credit union members at low cost) asks one question!

## IS BORROWER'S PROTECTION INSURANCE NECESSARY AND WORTHWHILE?

*Here is the Answer---contained in this analysis of death losses paid to date.*

Claim Serial No.	Amount	Date of Loan	Original Amount	Credit Union	Address	Cause of Death	Date
1	\$40.00	9- 3-35	\$50.00	Milwaukee Employees	La Crosse, Wis.	Accident	10-25-35
2	196.00	10-20-35	200.00	Farmall Employees	Rock Island, Ill.	Suicide	10-12-35
3	100.50	10-29-35	100.00	McCormick Works	Chicago, Ill.	Pneumonia	11- 9-35
4	277.20	9-23-35	300.00	Atlanta Postal	Atlanta, Ga.	Accident	11-11-35
5	51.14	10- 8-35	60.00	Revere Employees	Chicago, Ill.	Burns	10-31-35
6	285.57	10- 8-35	300.00	Railway Mail	Kansas City, Mo.	Ulcers	11- 8-35
7	303.00	10- 5-35	300.00	Minneapolis Postal	Minneapolis, Minn.	Pneumonia	11-12-35
8	84.88	9-11-35	100.00	Arrow Credit Union	Chicago, Ill.	Frozen	11-11-35
9	60.00	10- 4-35	100.00	Republic Steel CU	Chicago, Ill.	Manslaughter	12-11-35
10	90.90	11- 9-35	100.00	Washburn Crosby Mill	Minneapolis, Minn.	Accident	1- 4-36
11	33.25	12-13-35	35.00	Western Cartridge	E. Alton, Ill.	Pneumonia	1- 6-36
12	95.49	11-14-35	100.00	Armour Employees	E. St. Louis, Ill.	Infection	12-26-35
13	151.50	9-19-35	200.00	C. & N. W. (Chicago)	Chicago, Ill.	Diabetes	12-17-35
14	173.00	9-20-35	200.00	Armour Employees	E. St. Louis, Ill.	Accident	1- 1-36
15	48.00	12- 6-35	60.00	Central Commercial	Chicago, Ill.	Infection	12-17-35
16	11.64	11-25-35	35.00	Farmall Employees	Rock Island, Ill.	Infection	1-23-36
17	73.44	11-25-35	80.00	Tractor Works	Chicago, Ill.	T. B.	1-24-36
18	42.42	12- 9-35	50.00	Tractor Works	Chicago, Ill.	Manslaughter	1-25-36
19	80.80	10-22-35	100.00	Comm. Edison No. 6	Chicago, Ill.	Heart	1-16-36
20	170.00	11-19-35	200.00	Republic Steel	Chicago, Ill.	Heart	2-19-36
21	176.75	10- 9-35	200.00	Railway Mail	Kansas City, Mo.	Pneumonia	2-24-36
22	100.00	12- 5-35	100.00	Scranton Federal	Scranton, Pa.	Pneumonia	2-24-36
23	144.35	1- 8-36	150.00	McCormick Works	Chicago, Ill.	Pneumonia	2-24-36
24	71.37	11- 2-35	100.00	St. Augustine Par.	Austin, Minn.	Heart	2-27-36
25	80.80	12- 6-35	100.00	League Credit Union	St. Paul, Minn.	S. Fever	3- 2-36
26	61.38	1-11-36	68.00	Wilson Plant Emp.	Chicago, Ill.	Heart	3- 2-36
27	435.76	10-17-35	425.00	Alamo Postal	San Antonio, Tex.	Heart	3- 5-36
28	178.47	10-10-35	200.00	Great Northern Ry.	St. Paul, Minn.	Accident	3- 6-36
29	12.08	12- 3-35	15.00	Elgin City Emp.	Elgin, Ill.	Appendicitis	3- 2-36
30	7.03	11-18-35	45.00	Farmall Employees	Rock Island, Ill.	Heart	3-10-36
31	108.00	2-10-36	110.00	Jewish Community	Indianapolis, Ind.	Nephritis	3-11-36
Total			\$3,744.72				\$4,183.00

## ENOUGH SAID!

The CUNA MUTUAL SOCIETY has protected over 50,000 loans in its six months of operation, with a total present coverage of \$3,000,000. If interested address

**CUNA MUTUAL SOCIETY**  
RAIFFEISEN HOUSE — MADISON, WISCONSIN

### Specialty, Envelopes to the Nation's Bankers and Business

It is true that the hand reveals character. There is as much difference between the average envelope and an Ames Safety envelope, as there is between a typed letter and a hand-written letter.

Ames Envelopes portray the character that only skilled hand-work can impart. Into them goes the talent of the nation's finest envelope makers... talent that gives them their personality and--that quality that lends individuality to the user--Priced fairly.

### AMES SAFETY ENVELOPE CO.

610 Atlantic Avenue  
Telephone Hancock 4331  
BOSTON, MASS.

Branch Offices in Leading Cities

### A Truly Great Address

(Continued from page 29, column 1)

peace, abhorred partisanship. He would not recognize those who disagreed with him as enemies to be conquered but looked upon them as fellow citizens to be given every possible consideration.

There were many American leaders in those days--some who had supported the War of the Revolution--who still did not believe in democracy. Some wanted to make Washington a monarch, after the English pattern; and while many preferred what they called a republic, they meant a republic in which only the upper classes would be permitted to vote.

And Washington himself, was an aristocrat. He was a Virginia gentleman, a country squire--no hail-fellow-well-met and no professional champion of the "plain pee-pul." As an American, however, he did not ask special consideration for Virginia; and as a statesman, he did not permit his class traditions to control his thinking.

When the Constitution of the United States was eventually drawn up, Washington did not admire it overmuch. He said it had many serious flaws, but he worked for its adoption nevertheless. For under the Constitution, we could become one country, and we could work together as one country to effect any changes which might be necessary. Without a Constitution, however, disagreements among the States could not be resolved. They might or might not result in actual hostilities but efforts to settle them would be State, not National efforts, and always in the background there would be some show of force.

Even with the Constitution, in fact, our Nation did not remain united. Our people did not heed Washington's warnings; and little more

than half a century after the adoption of the Constitution, partisanship had so supplanted statesmanship, and sectionalism had so triumphed over Americanism, that we were plunged into four years of terrible Civil War.

We are accustomed to refer to that war as the "irrepressible conflict." Perhaps. But conflict is regularly irrepressible, when people can not think beyond their own special interests. When we approach our problems in such a state of mind, we can not even effect successful compromises; for our state of mind hides the facts, and in our very efforts to compromise, we find ourselves compromising with the facts.

Oh that Washington's birthday might be set apart in America in celebration, not merely of Washington's great achievements, but in celebration of a warrior who was more than a warrior, a Virginian who was more than a Virginian and a gentleman who was so much more than a mere gentleman that he was able to think beyond the traditions of his class.

More of his kind of thinking would have averted the Civil War; and only more of his kind of thinking in America today can save us from economic and class war. Abraham Lincoln, to be sure, displayed the same kind of thinking. Lincoln was from the backwoods, but his thinking was not bounded by the backwoods. He grew up in a small town but his thinking was not limited to his small-town traditions. He was a lawyer, but his thinking was not rooted in the tradition of the law. He was a man upon whom fortune had never smiled; but just as Washington was able to think beyond his wealth, Lincoln was able to think beyond his poverty. But Washington, unfortunately, died too early to save our Nation from Civil War--and Lincoln came too late. (The second installment will be found in the April Bridge.)



## March In History

THIS little story has to do with Tories. They were also known during the American revolution as Royalists and sometimes as Loyalists. They were the men and women who didn't believe the thirteen colonies should separate from the Mother country. They preferred to remain loyal to the English king. Historians have guessed that there were over six hundred thousand such—who didn't want anything to do with Washington and the other radicals—who, in fact, were against the whole business of trying to free the colonies. Did you ever stop to think that there were two and a half million people in the colonies at the time? How many of them do you suppose fought it through with Washington? He had nine thousand at Valley Forge, four thousand of whom were rendered helpless because they were without shoes. And while this little ragged army was starving some of the neighboring farmers—many of them in fact—were carting their surplus produce, their eggs and milk and grain and beef into Philadelphia to get the bonus prices the British army was willing to pay.

There is a thought for you in this short article. It is this. Great causes have always been fought through by small minorities. Washington was a rich man. He had most to lose by fighting in an unsuccessful war. If the colonies had lost he would have lost his property, if not his head. The Loyalists were those who guessed he would lose and were taking no chances. This is what one historian says about Washington. "His strongest quality was fortitude. The fighter who stays in the ring as long as he can stand on his feet, the man who keeps his business alive while his clothes are threadbare and his stomach empty, the captain who clings to his ship while there is a plank left afloat—that is Washington."

Well—you will remember how it was. After the Battle of Bunker Hill the British command was turned over to Sir William Howe. Meantime Washington came to Cambridge and took command of the colonials. As soon as he got some cannon he began to install them in a very businesslike way on Dorchester Heights, commanding the city of Boston. Howe had been informed by Lord Dartmouth that New York would make a better base for operations against the colonies and asked for time enough to embark his troops comfortably which Washington permitted. As soon as the Loyalists heard this was to be done they were in a panic. They wanted to go along and Howe decided to take as many as he could with him to Halifax. You can imagine the scene. One historian describes that memorable seventeenth of March, 1776. "The evacuation was a scene of chaos. The Loyalists who had crowded into Boston pleaded to be taken along with the troops and Howe agreed to transport them to Halifax. They appeared at the place of embarkation with all their households, with cats, dogs, birds in cages, furniture, bedding, musical instruments; but the crowd kept coming



## HISTORY IN THE MAKING

ABOUT fifty or a hundred years from now this picture will be historic. There will be many million credit union members then and all the present generation will have been long since forgotten and those who dig this picture out of the first regular issue will simply get a laugh out of simplicities of our beginning; can't you hear some one when looking over the files of the first BRIDGES in celebration of the one hundredth anniversary of publication, say, "How quaint the clothes of the young lady—do you really suppose people ever *did* dress that way?" And I hate to think what he will say about the editor! But anyway this picture celebrates the receipt of the 10,000th subscription to the BRIDGE. We got a little crossed up on two subscription lists which came in at just the vital moment and

No. 10,000 is either James Hardin of Starr Hill, Groton, Connecticut or Mae Stevens of the Borden Employees Credit Union of Sioux City, Iowa. We were so excited that we dropped the two lists and, picking them up, had neglected to note which of the two was on the top of the pile. You will note to the right of the picture the office bulletin board—or rather one end of it—and the BRIDGE Tender (Miss Janet Bubier who is the Subscription Department) is standing in front of the Atlantic Ocean, a part of our great map which abuts on it. The editor is firmly holding onto a lot of other subscriptions which came in at the same time and boosted us comfortably over 10,000.

We got a great kick out of that 10,000th subscription!

and as there was not enough ship room their belongings were thrown ruthlessly into the harbour."

Washington, who could use language on occasion, called these Loyalists "abominable pests of society."

Washington was a revolutionist.

He had audacity, the courage—what it takes—to carry through a great cause when the majority was against him.

There is a lesson in that for us. Hence this little March history story.

# INTRODUCING---The New President of CUNA



CLAUDE E.  
CLARKE, Ohio

MY great-grandfather migrated from a farm on the banks of the Connecticut River at Lunenburg, Vermont, to Ohio in the winter of 1818. He came with his family in a sled drawn by oxen and settled on the tract of land in Huntsburg, Geauga County, Ohio, where I was born on November 14th, 1890. Until I went away to college I lived on this farm.

I attended the centralized grade school and high school. Upon graduation from high school I entered Oberlin College in the fall of 1908. At the close of my freshman year, being without funds to continue my college course, I secured a position as a teacher in a country school.

In the fall of 1910, I returned to college and graduated in 1913. It was my good fortune to be able to secure various kinds of employment in boarding houses and elsewhere, all of which helped materially to

EDITOR'S NOTE: It is characteristic of Claude that he did not include in the following sketch of his career to date (which I had some difficulty getting from him) reference to the fact that he was in charge of our long sustained and eventually successful effort to get a credit union law in Ohio. He is the father of the credit union in Ohio, Managing Director of the Ohio Credit Union League, National Director from Ohio, General Counsel and now, to the complete satisfaction of all concerned, the President of CUNA.

defray my college expenses. I found time, however, to engage in athletics somewhat and was a member of the varsity baseball team for three years.

At the close of my college course I secured a position as boy's work secretary of the Akron Y. M. C. A., Akron, Ohio. This was a very interesting and worthwhile experience.

After spending something over two years with the Akron Association, the opportunity was presented to come to Cleveland and take a position as a member of the staff of The Legal Aid Society, an organization whose purpose it is to

render legal assistance to those persons who are financially unable to secure the services of a competent attorney.

I was enabled to enter law school and was admitted to the bar in July, 1918. I continued my relationship with The Legal Aid Society and became senior counsel in the fall of 1919. I have continued to serve in that capacity since that time, although engaged in the private practice of law as well through the law partnership of Clarke & Costello.

There is no doubt that my experience with The Legal Aid Society aroused my interest in the economic problems of the wage earner and the hardships to which he is subjected due to the over extension of credit by installment houses and his inability to secure credit for a fair charge. It afforded an excellent opportunity to study first-hand the vicious evils incident to "loan sharkery". It was our privilege, also, to bear a major responsibility in securing effective legislation aimed at the correction of some of the existing abuses and to assist in the successful prosecution of a test case, which brought about highly beneficial results.

Mrs. Clarke and I were married in 1916. She was formerly Celia M. Seoby, of North Tonawanda, New York. We were classmates in college. I may be quoted at any time as being very much in favor of co-educational colleges. We have two children, Robert, aged fourteen years, and Barbara, aged twelve years.

## Join the KODAKERS

DO YOU like to fool around with a camera?

I know of no hobby so altogether stimulating and satisfying. And it's as good exercise as golf if you will just walk these fine spring days in search of interesting material.

I'll bet there is a bridge some place near your house, a bridge which would make an interesting picture. I'll make another little wager—that you're just the feller who could get a fine snapshot in an April shower, or, possibly, of a little brook which has become a miniature river with the spring rains!

So I'm suggesting a new club for credit union men and women and kids who like to fool around with a camera. It is going to be called the 'Kodakers'. To join it all you have to do is to send in to the BRIDGE, Raiffeisen House, Madison, Wisconsin, a snap shot which you think would enlarge well and would be worthy of reproduction in the BRIDGE. We can use only one such, a month, and, if we use it, we will give you \$5.00 and a copy of the enlargement. If we do not use it—you belong to the Kodakers just the



Norman Bridge over Thames, Sonning, England

same! We are reproducing on the inside back cover a very real and quite professional picture (taken, however, with a small camera and enlarged) so that we will have something to shoot at.

To give you an illustration of one type of snap shot in which we are interested here is a little picture of an old Norman bridge (one of the oldest in England) which spans the picturesque Thames River at Sonning, one of those lovely English villages near Reading. Near here is the Sonning Lock which for seventeen

consecutive years won the prize offered by the Thames Conservancy for the most beautiful lock on the Thames. While we are interested in bridges we are also interested in credit unions and in credit union people, credit union meetings, credit union parties, etc. And we are interested in lovely children and interesting places. Remember the snap shot you send in enrolls you automatically in the Kodakers whether you win the monthly prize or not. We hope also, if enough interest develops, to enlist the cooperation of an expert with the camera to help us in this column with notes having to do with how to use the camera in order to get the best possible results from it. One thing we have decided to do with the BRIDGE—is to make it interesting for the credit union membership; we shall have to hunt round a bit before we are sure as to just what you want in the BRIDGE. Remember that it is YOUR MAGAZINE—for Mother, Father and the kids and don't hesitate to take pen in hand and tell us what you want in it.

Sometimes we must have a credit union organization for just the boys and girls—the young folks in the credit union movement. I hope that all hands, old and young, will join the Kodakers. Remember, if the response warrants we shall have a column in the BRIDGE.

Any picture (by the way—it must be a picture taken by the feller who sends it in) for the April contest must arrive not later than April 8th.





*March Winds  
Blowing*

## Contact Directory

To contact the Credit Union National Association, the Cuna Mutual Society, the Printing and Supply Department, the BRIDGE or any State not listed below, address:

Credit Union National Association, Raiffeisen House—Madison, Wisconsin

To contact the Federal Credit Union Section address all communications to:

C. R. ORCHARD, *Director*, Credit Union Section  
Farm Credit Administration, Washington, D. C.

Mr. Orchard will refer your inquiry to the Field Representative in your District. For this purpose the United States is divided into nineteen districts with a well qualified resident field secretary in each District and prompt cooperation is assured.

To contact the State Leagues address:

State	Managing Director	Address
Alabama	CLYDE C. PARKER	1242 Brown-Marx Bldg., Birmingham
Arizona	WILLIAM OLDEWAGE	20 East Second St., Tucson
Arkansas	H. F. INGRAM	4801 Prospect Ave., Little Rock
California	JOHN L. MOORE	P. O. Box 964, Oakland
Colorado	FRANK L. HAYS	City Hall, Denver
Connecticut	L. R. NIXON	Senior High School, New Britain
District of Columbia	F. H. SMITH	429 Dadison Ave., Riverdale, Md.
Florida	GEORGE A. GROSS	City Engineer's Office, Jacksonville
Georgia	MOSES C. DAVIS	Room 228, P. O. Bldg., Atlanta
Illinois	JOSEPH S. DERAMUS	332 So. LaSalle St., Chicago
Indiana	G. A. MILLETT	926 No. Pennsylvania St., Indianapolis
Iowa	A. WESTERGAARD	510 Securities Bldg., Des Moines
Kansas	C. E. SCHAUER	1435 Laura, Wichita
Kentucky	GARFIELD SEIBERT	2817 Field Ave., Louisville
Louisiana	L. EMORY SMITH	U. S. Post-Office, Baton Rouge
Maryland	JAMES D. M. MARQUETTE	803 Venable Ave., Baltimore
Massachusetts	RICHARD L. COURTENAY	Room 23, 5 Park Sq., Boston
Michigan	KARL GUENTHER	19303 Centralia, Redford Station, Detroit
Minnesota	CLIFFORD O. SKORSTAD	1954 University Ave., St. Paul
Mississippi	P. P. McGEE	1618 25th Ave., Vicksburg
Missouri	B. F. HILLEBRANDT	1330 Baltimore Ave., Kansas City
Nebraska	G. W. BOYD	3502 Harrison, Omaha
New Jersey	W. D. ABRAMSON	821 3rd Place, Plainfield
North Carolina	H. M. RHODES	U. S. Post-Office, Raleigh
Ohio	CLAUDE E. CLARKE	1940 East 6th St., Cleveland
Oklahoma	HANEY HOSKINS	Armour and Company, Oklahoma City
Oregon	EDGAR ZEHRUNG	U. S. Post-Office, Portland
Pennsylvania	H. A. HANEMANN	20 North Office Bldg., Harrisburg
Rhode Island	AMOS L. LACHAPPELLE	301 Main St., Pawtucket
South Carolina	J. GORMAN THOMAS	Rt. 1, Box 187, Charleston
Tennessee	R. E. RAU	The Mead Corporation, Kingsport
Texas	C. T. BERGERON	Box 534, Dallas
Utah	KARL S. LITTLE	865 Amanda Ave., Salt Lake City
Virginia	E. L. FIELD	U. S. Post-Office, Richmond
Washington	PAUL A. BOBERG (East)	U. S. Post-Office, Spokane
	C. A. ANDRUS (West)	604 County-City Bldg., Seattle
Wisconsin	JOSEPH A. KUEMMEL	2903 No. 36th, Milwaukee

To establish the right contact in any other State apply to the National Association.

## Congratulations

to

"THE BRIDGE"

and

THE BRIDGE BUILDERS



THE J. B. KUNZ COMPANY  
HUNTINGDON, PENNA.

*Manufacturers of Bank Pass Books and  
Depositor's Receipt Books*



These nationally famous products are made by OSCAR MAYER & CO. at Madison, Wisconsin, 350 of whose employees are members of the Approved Credit Union.